

Social Media Check list

Aspen Grove Marketing is your partner in successful digital marketing. Use our free social media checklist to guide your social media management and help your pages find stand out. While everyone handles social media accounts differently, we've found this to be a good place to start based on years of experience.

Daily Activities

- Check all accounts – reply to all comments, check-ins, reviews, messages, tags, mentions, and shares.
- Spend some time on outward engagement – engage with potential customers and industry partners by liking and commenting on their posts.
- Check out your new followers and follow back if appropriate.
- Find new, relevant accounts of influencers in your space and customers to follow.
- Find fun and related content on other pages to comment on, like, share, retweet, or mention to stay relevant and in the conversation.
- Follow hashtags relevant to your business and industry; like, follow, and comment on posts containing these tags.

Weekly Activities

- Write and schedule content for the week based on a well-planned content calendar.
- Check your analytics to see how your content and pages are performing compared to goals.
- Attend events, hangouts, and other industry happenings and share your experiences with fans via posts, stories, or live videos.
- Set up and monitor any social media ads or boosted content your pages have.

Monthly Activities

- Study monthly results and adjust goals and tactics as such.
- Determine monthly advertising budget and strategy.
- Develop/update a monthly content calendar to adequately cover all content and topics – consider things like national holidays, sales, and other important news.
- Outline ways to experiment with content and ads for better results.
- Compare your accounts to competitors and similar pages to see how you measure up.

Posting Frequency

Facebook

5-6 posts per week

Twitter

At least one post per day; ideally 3-6 times per day

Instagram

4-6 posts per week

LinkedIn

3-5 posts per week

Videos

1 video per week

Blogs

4 blogs per month