

Written by Jenna and Angela - Get Ahead Social Media Managers

Social Media Checklist

10:30

10:30



- ☐ Reply to direct messages
- ☐ Check mentions
- ☐ Replying to and moderating comments and chats
- ☐ Engagement with other accounts – influencers, target audience accounts and industry news accounts
- ☐ Engagement in Facebook groups – comment and make recommendations
- ☐ Update Instagram/Facebook stories and reels and attend lives
- ☐ Share Instagram mentions and other relevant content to stories
- ☐ Retweet relevant/topical content including tweets from clients & target market
- ☐ Engage in suitable Twitter hours
- ☐ Comment in LinkedIn Groups and hashtag conversations

Daily

10:30

10:30

- ☐ Post creation; sourcing images, writing engaging captions and using relevant hashtags and geotags etc.
- ☐ Schedule regular, consistent posts across different social platforms
- ☐ Curate relevant content to share from other accounts
- ☐ Research similar profiles, target audience and competitors to follow
- ☐ Follow back new followers
- ☐ Check stats and progress towards targets



Weekly

10:30

10:30



- ☐ Content planning – researching & coming up with topical content & ideas
- ☐ Maintaining content plan
- ☐ Put targets in place based on business goals
- ☐ End of month reporting, looking at relevant metrics to evaluate and continually optimise
- ☐ Audit position in market; competitor activity, your social audience vs ideal target customer, tone of voice and messaging

Monthly

www.getaheadva.com

Get Ahead
your virtual agency