

# SOCIAL MEDIA CHECKLIST

---

- ☐ Review overall business strategy and align social media campaigns to match
- ☐ Map out your target audience(s)
- ☐ Brainstorm campaign and content ideas
- ☐ Sanity check: do outlined campaigns support business goals?
- ☐ Respond to comments
- ☐ Conduct hashtag research
- ☐ Review your social content and strategy
- ☐ Build branded graphic templates
- ☐ Plan video posts on a regular basis
- ☐ Outline and set KPIs
- ☐ Track, monitor and report on a monthly basis
- ☐ Adjust strategy and campaigns based on results

## This image shows a blank sheet of white paper with two distinct sections of horizontal blue lines. The top section consists of 12 evenly spaced lines, and the bottom section also consists of 12 evenly spaced lines. There is a clear gap between the two sets of lines, creating three main writing areas: one at the top, one in the middle, and one at the bottom. The lines are a solid blue color and extend across the width of the page.