

DAILY SOCIAL MEDIA CHECKLIST

DATE: _____

PLATFORM: _____

GOAL: _____

CATEGORY	TASK DESCRIPTION	DONE
Engagement	Reply to all comments on yesterday's posts	
Engagement	Engage with 10 industry peers/leaders	
Outreach	Respond to all Direct Messages (DMs)	
Creation	Post 1 main feed update (Image/Video/Carousel)	
Creation	Share 3-5 behind-the-scenes Stories	
Growth	Follow 5 new relevant accounts in your niche	
Analysis	Check top performing post metrics	

STRATEGY NOTES & IDEAS

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