

# DAILY SOCIAL MEDIA ROUTINE

Date: \_\_\_\_\_ Focus Goal: \_\_\_\_\_

## MORNING: ENGAGEMENT & PULSE

Respond to direct messages and comments

Engage with 5-10 key industry accounts

Check trending topics and hashtags

## MID-DAY: CONTENT & DISTRIBUTION

Post primary daily content (Feed/Thread)

Update Stories with behind-the-scenes content

Share/Re-post relevant community content

## EVENING: ANALYSIS & PREP

Review daily reach and engagement metrics

Final sweep of notifications and mentions

Prepare/Schedule content for tomorrow

## WINS & OBSERVATIONS