# Your Social Media Checklist

**Where Does My Name/Business/Contents Appear Online:**

| Site Name & What I Use it For | What I Share in It? | Last Updated | Any Comments Feedback/ Testimonials Worth Noting |
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Site Name & Link: _____

**Scan Any Notifications:**

- [ ] Respond to comments & messages.

Monitor Mentions and Hashtags:

- [ ] Track brand mentions & relevant hashtags.
- [ ] Engage or re-share as needed.

Engage with the Audience:

- [ ] "Like, comment & share posts from your followers."
- [ ] Respond to questions & engage in conversations.

Maintain Brand Consistency:

- [ ] Ensure brand voice, visuals & messaging are consistent.
- [ ] Review your bio and profile.

Protect Brand Reputation:

- [ ] Monitor for negative comments or reviews.
- [ ] Address and resolve issues professionally.

Content Creation:

- [ ] Prepare content for upcoming days.
- [ ] Plan for any ad campaigns or special promotions.

**Review Contents for this Site on Your Calendar:**

- [ ] Ensure your posts align with your content plan.
- [ ] Make any necessary adjustments.

Post Updates:

- [ ] Create & schedule posts for the day.
- [ ] Use a social media management tool if available.

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Analyze Performance:

- [ ] Review yesterday's post analytics.
- [ ] Adjust your strategy based on insights.

**Network & Collaborate:**

- [ ] Connect with influencers or potential collaborators.
- [ ] Reach out to build partnerships.

**Check Competitors:**

- [ ] See what your competitors are posting.
- [ ] Identify opportunities or areas for differentiation.

**Explore Trends:**

- [ ] Stay updated on current trends and news in your industry.
- [ ] Share or comment on relevant trends.

Additional Notes:

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