

# A DAILY SOCIAL MEDIA CHECKLIST TO DOUBLE ENGAGEMENT

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## Social Media Checklist

### Daily Steps to Success on Social

If you're looking to boost engagement, traffic, and sales, you'll need to put a plan in place. That's where a daily social media checklist comes in handy.

Not only will it save you time, but will ensure you consistently follow a process of daily to-do's. Below is a list of to-do's to help you exponentially grow your social media engagement

### Facebook

- Reply to all comments. (be grateful, generous, and giving in your reply)
- Thank anyone that's shared your content. (always monitor mentions)
- Like and Comment on a 3-5 relevant Page updates. (Don't just say "Nice!" or "Great!" Leave a thoughtful reply)
- Share relevant content to niche-specific groups. (this isn't spammy or self-promotion, but helpful and valuable)
- If you're running Facebook ads, look at your stats and adjust accordingly.
- Like a relevant business pages and start interacting.

### Twitter

- Monitor mentions via keywords and respond to any questions, needs, concerns.
- Choose 3-5 influencers to interact with. Be genuine in your replies and interactions. That will shine through!
- Make 10 new high-value connections with the help of Twitter Advanced Search.
- Schedule 3 posts to share throughout the day.
- Thank people retweeting your content.
- Thank 3-5 new followers.
- Use keywords to find and engage with potential customers. A tool like Hashtagify is great for this.
- Schedule any new blog content with a frequency of 3 times throughout the first day of launch.

**“THE MORE YOU DO,  
THE MORE  
YOU CAN  
DO.”**

**- WILLIAM HAZLITT**



## LinkedIn

- Check incoming messages and respond to any that are necessary.
- Approve all invitations to connect that are a benefit and make sense to you / your brand.
- Share a relevant industry article or your latest blog post to your profile.
- Drop into 2-3 groups and see if you can volunteer answers.
- Share relevant content in 1-2 industry-specific groups (no spam please).
- 'Like' and comment on 3 pieces of content within your feed.
- Check to see who has viewed your profile (look for potential prospects).
- Go to notifications and thank/reply to those interacting with your content.

## Instagram

- Post 1-2 times per day – a mix of blog posts, roundup tips, top tips, funny/inspirational and relatable posts.
- Share an Instagram story.
- Like one post from everyone that's liked your content.
- Search popular hashtags to find new people to follow.
- Comment on other people's posts (your top influencers and high value followers).
- Send direct messages to anyone you'd like to personally connect with (this isn't a time to be spammy or promotional).

## Pinterest

- Pin 5 images per day. A mix of your content and other people's.
- Like 5 posts per day.
- Repin 5 images per day.
- Choose evergreen posts to pin to a specific brand "blog board."
- Pin to group boards for added exposure.
- Update boards or titles that need to be optimized.

## YouTube

- Create a new video from blog content. Use a tool like Animoto to take tips and break them down into a quick tip.
- Clean up your descriptions, add keywords, your URL, and tags to older, but evergreen videos.

## Google Plus

- Share to Google+ 1 time per day - 1 new article and 1 evergreen.
- Share your content in specific communities.
- +1 anyone that's made a comment on your posts from the last day.
- Comment back with appropriate response.

**DREAD SPENDING HOURS  
EVERY DAY MARKETING  
YOUR BUSINESS ON SOCIAL  
MEDIA WITH NO RESULTS?**

*Contact our team today for a free consultation!*

