



MONTHLY SOCIAL MEDIA ADMINISTRATIVE TASKS TO ADOPT

CHECKLIST

Social media marketing is like biting the bullet. Content writing, graphic design, and social media marketing strategy are just a few things that will keep you engaged 24/7. If you want to be focused, you need to follow a monthly social media task checklist.

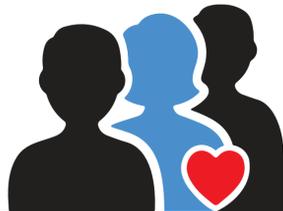
Here is a list of tasks that you should complete on a monthly basis:

1

CLEAN UP FOLLOWERS AND UNFOLLOWERS

There is no point in following people who are not following you back unless they are leaders in their industries.

Use tools, such as Unfollowers, to keep your follower and unfollowers updated on a monthly basis.



BUFFER USEFUL ARTICLES



Social media marketing is all about sharing values. Use Hootsuite and Buffer to share useful content. You will see a dramatic growth in engagement.

2

3

CHART SOCIAL GROWTH IN EXCEL

Of course, you want to measure your social growth. And an Excel sheet can be a great help in doing so. Maintain an Excel sheet for all your social accounts with the details, including followers, posts, engagement, etc. And measure the monthly progress.



TAKE A LOOK AT FOLLOWER INSIGHTS



You must get the real insights on what is happening on your social channels. While Facebook and Twitter have their own analytics, Iconosquare can offer the insights of your Instagram account. With monthly insights of your social channels, you will be able to make informed decisions.

4

5

NEVER SKIP HOLIDAY MARKETING

You should never forget to plan holiday marketing. A good holiday marketing can help you leverage the buzz around holidays. Set aside some time each month to devise holiday social media marketing strategies.



Adopt these five monthly social media tasks, and your social media marketing will be more fruitful.

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