



# **SOCIAL MEDIA CHECKLIST**



## **Rescuing You from the Bondage of Social Media To Help You Save Time**

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## SOCIAL MEDIA CHECKLIST

Hello, I am Tammy with Fearless Business Boss. I've put together this checklist to help you keep up with your social media tasks. This can be used for your own social media or with your team/manager by helping you to organize the tasks needed to make your social media SHINE!

### DAILY SOCIAL MEDIA TASKS

- Go to each Social Media Platform, Daily post content to each of your business social media pages (see Curated & Created Content for help with this). Also Record Your Stats Daily** for each platform *[if you use a Scheduler also visit daily to be sure all posted and any numbers you need to retrieve from this platform].*

**CHECK EACH PLATFORM:** Make sure your content posted to each platform and then check for the following (listed below) & record the data in your notes or in a template.

- FOLLOWS**
- LIKES**
- MESSAGES**
- COMMENTS**
- SHARES/RETWEETS**
- REACH (Non-Ad)**
- REACH (Ads\*)**
- ENGAGEMENT (Ads\*)**
- COMMENTS (Ads\*)**
- VIDEO VIEWS (Posts & Ads\*)**
- CLICKS (Ads\*)**
- OTHER** *[Regarding Ads - Not ALL Ads on Facebook will have ALL of these pieces - report only what shows on their FB Business Page Insights]*
- Record these statistics in your notes or in a template\*** (worksheet, like Google Sheets or Excel Worksheet) or you may keep them in your notes or a digital notebook. It is often best to keep these records in Google Drive (or some form of cloud storage) where all can access it.

### ENGAGEMENT:

- Develop a strategy to respond to your engagement together** (with Social Media Manager or your team) and develop scripts that can be used for most scenarios.
- Like, Love**, etc. other's posts on social media platforms from your business page.
- Share posts from other businesses social media platforms.** [Remember do not share competitor's posts, but industry pages & posts, and other helpful posts you enjoy & think your target audience will enjoy]



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## **BY THE 15TH OF EACH MONTH (Have Your Content for the Next Month)**

### **CURATED CONTENT:**

*Curated Content is content you 'curate' or find from other sources (other than your own content). Things such as quotes you share, articles, videos, and/or blogs can all be curated content. **Note** – do not add curated content that is from competitor websites, social media, etc.*

- Set Up** (Previously) **a Project Management System with a Folder** (in your programs & resources) to share with your team/manager and add digital assets (photos, graphics, logo, colors, fonts, etc.) to this folder, then add the team members or share the folder with them.
- Each Month - Check 'Resources' folder** (as indicated above) to obtain digital assets to use for next month's content.
- Search for appropriate content** (Google, Medium, Inc. + others) **articles and blogs by others** (*but not competition*) = **curated content**, that your audience would like to read.
- If you use a Scheduler** (program to help schedule content) such as [Hootsuite](#), [Buffer](#), [Social Pilot](#), etc. **have all articles** added to your scheduler by mid-month or third week of month.

### **CREATED CONTENT:**

*Content you create. It can be graphics with quotes on them, articles, and/or blogs you have written, and 'how-to' posts, or other instructional or posts with tips.*

- Content** – *Important* - **If you create your own content**, be sure to add it to the scheduler program or simply add to each platform.  
**Note on Facebook Content** - *It is especially helpful if you add content to Facebook directly through their own scheduling system on the business page.*
- Content Manager** – if you have a Content Manager who produces all of your content, be sure they abide to your dates and have them add it to your Scheduler platform for you to review and approve by mid-month.
- Review all Content** on scheduler (or a worksheet if you design) and (if you use a Team or have a Social Media Manager or Content Manager have them do this) be sure to **'Approval' All Content**.



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## **MONTH END ANALYTICS**

*Create an Excel Worksheet (if you do not have any other templates) to record all of the data needed so that you know if your strategies are working. [Best to grab Screenshots at the LAST DAY of the Month]*

- Pull the Prior Month's Worksheet/Template\***
- Go to Social Media Platforms (& Your Scheduler's Platform) - 1 at a Time**
- Capture appropriate Screenshots (if needed)**
- Record the Numbers Needed on Worksheet/Template\*** for the Last day of the Month
- Screenshot the Insights Portion for any Facebook Ads** for that Month
- Review & Make Notations on the Worksheet/Template\***
- Review & Make Notes for Strategy in Future**
- Make Any Changes or New Strategies You Would Like to Try [or discuss with Your Team/Manager (if appropriate)]**

*\*COMING SOON – Watch for our Free **Social Media Engagement & Responses Workbook** that will be out soon. It will contain some of these templates for you.*



## Thank You Note

Thank You for downloading this ***Social Media Checklist***. I hope you find it useful. I tell clients all of the time that ***social media is no longer optional but necessary***. If you have downloaded this checklist then you have probably already realized this as well.

This is a great start for your social media. If you decide you need further help reach out as we offer 1 on 1 Marketing Coaching. Some of our programs include ***The Quick Start Marketing Program*** (done for you marketing plan and analytics to help you grow) a ***DIY Marketing Program*** (teaches you how to do social media for your business), and ***'In-Depth Marketing Program'***.

We also offer ***Business Coaching*** & ***Christ-Centered Spiritual Coaching***. Lastly, we offer some ***one-off programs and courses***.

I also have a partnership with a company to help my clients implement your digital marketing needs.

For more Information feel free to reach out to me at [info@fearlessbusinessboss.com](mailto:info@fearlessbusinessboss.com) or call 804-250-5556. I would love to help you.

***To Your Continued Success,***

***Tammy S. Durden***

Founder & CEO

Fearless Business Boss

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