

# SOCIAL MEDIA MANAGEMENT

DAILY CHECKLIST Date:

2019

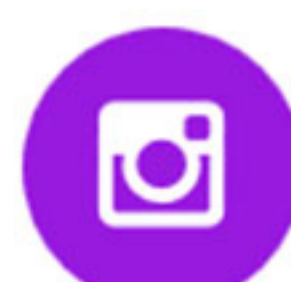


## Morning to Lunch



### Before Work

- Check emails remotely
- Check for any changes on your social profiles while you slept



### First Thing At The Office

- Check scheduled posts were successful - no failures
- Reply on Facebook
- Reply and re-tweet on Twitter
- Check for alerts with with negative mentions or feedback. Respond publicly
- Check what changed/happened on your social profiles while you slept
- Check analytics and make adjustments



### Day Officially Starts

- Team : Meet and discuss plans/goals/timelines for the day. Delegate responsibilities
- Engage with brand giants - reply, re-tweet, favorite and like tweets
- Post a short video to Instagram, Vine and Snapchat
- Create a status update linking the video to Facebook and Twitter
- Publish a blog entry and status update after researching current news & trends with hashtag
- Share any short media of interest



## Lunch until 6pm



### During Lunch

- Network with an authority or leader in your field - discuss cross-promoting opportunities
- Be sure to take a photo of the restaurant view - share to your social profiles and tag the person(s) you were with

### After Lunch

- Record a short video interview - post to Instagram, Vine and Snapchat
- Write another blog entry and post to all social media outlets
- Try to make a new contact and friend them on Facebook, link to them in LinkedIn or follow them on Twitter
- Source new content, lookup keywords etc. for future posts
- Check all your social media profiles before going home



YouTube

@ Home



### Evening - Night

- Schedule tweets and comments to go out while you sleep using a social management tool like Magi.Social
- Check your email for anything urgent
- Check all your profiles one last time before going to sleep



Responsibility  
Overview



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