



Social Media Checklist

DAILY

- Respond to any comments or messages
- Monitor any tags and brand mentions
- Like posts on your timeline
- Start conversations with potential customers
- Research your industry for trending topics
- Create content to share
- Design visual assets
- Bookmark or save posts that inspire topics and design

WEEKLY

- Build your content repository
- Review analytics from the previous week to make improvements
- Encourage colleagues to interact with your content
- Explore trending topics and hashtags
- Discuss building short and long-form content

MONTHLY

- Audit your profile for improvements
- Revisit your strategy based on analytics
- Set new goals and strategy plans for next month
- Schedule out as much content as readily available
- Plan to develop new content forms to offer (ebook, video, etc.)

QUARTERLY

- Review team bandwidth and responsibilities
- Set goals for performance indicators
- Plan for any holidays
- Start development of longer-form content

IMMEDIATELY

Whether you need copy and design, an organic or paid strategy built, or management of your platforms, IMS360 can help with all aspects of your social media efforts.

- Organic content strategy
- Custom imagery formatted for each platform
- Paid ad management: Google, LinkedIn, and Facebook/Instagram
- Long-form content development for download
- A consistent brand presence across all platforms
- Social media management

Learn more about our social media services

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