



# ■ THE ULTIMATE SOCIAL MEDIA CHECKLIST

BY SEMRUSH



# Table of Contents

04

Routines That Actually Help

06

Daily Steps to Engaging  
Your Audience

- Replying to Comments and Questions
- Monitoring Your Brand Mentions Online
- Exploring Industry News and Hot Topics
- Discovering Trending Hashtags
- Researching Industry-Related Keywords and Threads
- Watching What Your Competitors Are Posting
- Updating Your Posting Calendar

10

Weekly Attempts to Keep Up  
With the Competition

- Capitalizing on Your Competitors’ Best-Performing Posts
- Tracking the Results of Your Ongoing Campaigns
- Boosting Well-Performing Posts
- Synchronizing with Other Teams’ Goals and Upcoming Events
- Creating a Posting Schedule for the Upcoming Week

13

Monthly Efforts to Enhance  
Your Social Media Strategy

- Identifying Your Month’s Successes and Adjusting Your Strategy
- Analyzing Your Competitors’ Social Strategies
- Comparing Your Performance Against Competitors’
- Researching Upcoming Industry News and Events
- Defining the Next Month’s Ratio of Educational and Entertaining Content to Product Content

16

Quarterly Planning and  
Reporting Activities

- Reviewing and Evaluating Last Quarter KPIs
- Making Sure Your Brand Image Is Consistent Across All Social Media Channels
- Conducting Audience Analysis
- Setting Your Goals and KPIs for the Next Quarter

18

Conclusion



# The Ultimate Social Media Checklist by SEMrush

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## Daily

- ☐ Check and reply to comments and questions.
- ☐ Find your brand mentions online and react to them.
- ☐ Review and comment on influencers' posts.
- ☐ Explore industry news and hot topics.
- ☐ Discover trending hashtags.
- ☐ Research industry-related keywords and threads.
- ☐ Watch what your competitors are posting.
- ☐ Update your posting calendar.

## Weekly

- ☐ Capitalize on competitors' best-performing posts.
- ☐ Track the results of your ongoing campaigns.
- ☐ Boost well-performing posts.
- ☐ Synchronize with other teams' goals and upcoming activities.
- ☐ Create a posting schedule for the week.

## Monthly

- ☐ Identify your month's successes based on stats and adjust your strategy.
- ☐ Analyze your competitors' social strategies.
- ☐ Compare your performance against competitors'.
- ☐ Research upcoming industry news and events.
- ☐ Define the next month's ratio of educational to entertaining content.

## Quarterly

- ☐ Review and evaluate the last quarter KPIs.
- ☐ Conduct audience analysis to check your targeting.
- ☐ Make sure your brand image is consistent across all social channels.
- ☐ Set your goals for the next quarter.



# Routines That Actually Help

Are you just starting out on leveraging social media for your business? Or maybe the countless routine tasks like scheduling posts, launching ads, social listening, and dealing with influencers are already piling up. Whatever! With the following SEMrush SMM Checklist you'll be able to prioritize your work and achieve consistency by breaking down all your tasks into what needs to be addressed on a daily, weekly, monthly, and quarterly basis.

**Prioritize your work and  
achieve consistency**





# ■ Daily Steps to Engaging Your Audience



**This is just an introductory excerpt**

You can download the full version here:

<https://www.semrush.com/ebooks/social-media-checklist/>