



■ THE ULTIMATE SOCIAL MEDIA CHECKLIST

BY SEMRUSH

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The Ultimate Social Media Checklist by SEMrush

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.

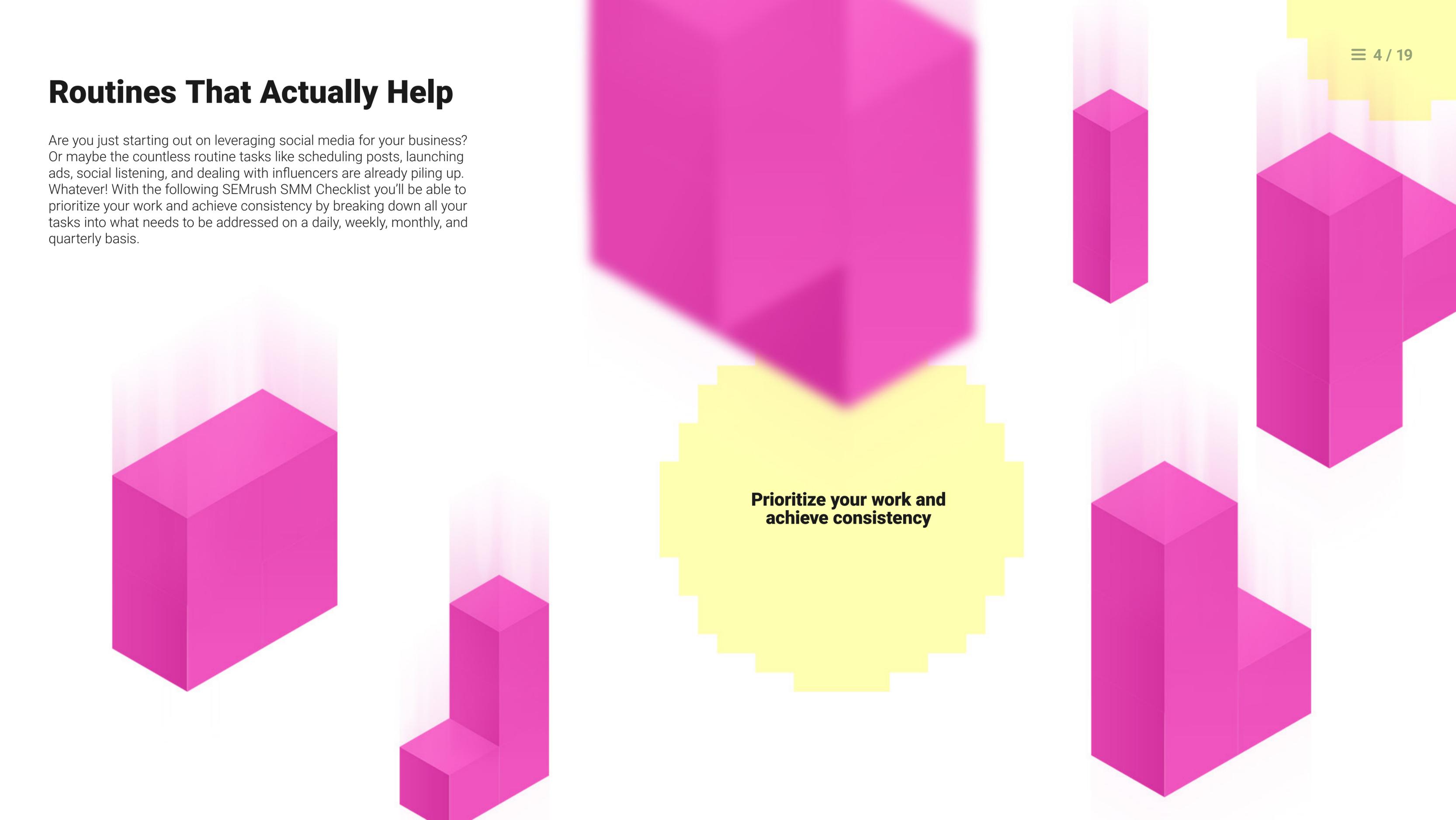
Quarterly

- 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/>