



# the marketing STATION

## DAILY SOCIAL MEDIA CHECKLIST: stay on top of things!

1. Check your notifications: Start your day by checking your notifications on all your social media accounts. Respond to messages, comments, and mentions.
2. Post content: Post new content on your social media accounts to keep your followers engaged. You can schedule your posts in advance using a social media management tool like Hootsuite or Buffer.
3. Engage with your audience: Engage with your followers by commenting and liking their posts. Respond to any questions they may have and thank them for their support.
4. Monitor brand mentions: Monitor mentions of your brand on social media and respond to any positive or negative comments. Use tools like Google Alerts to keep track of mentions.
5. Analyze your social media performance: Use social media analytics tools like Facebook Insights to measure the performance of your social media accounts. Identify areas where you can improve your social media strategy.
6. Connect with new people: Find and connect with new people on social media who may be interested in your brand or product. Use hashtags, search terms, or join relevant groups to find new connections.
7. Plan your next content: Spend some time planning your next social media content. Research trends, competitors and make a plan to stay ahead of the competition.



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