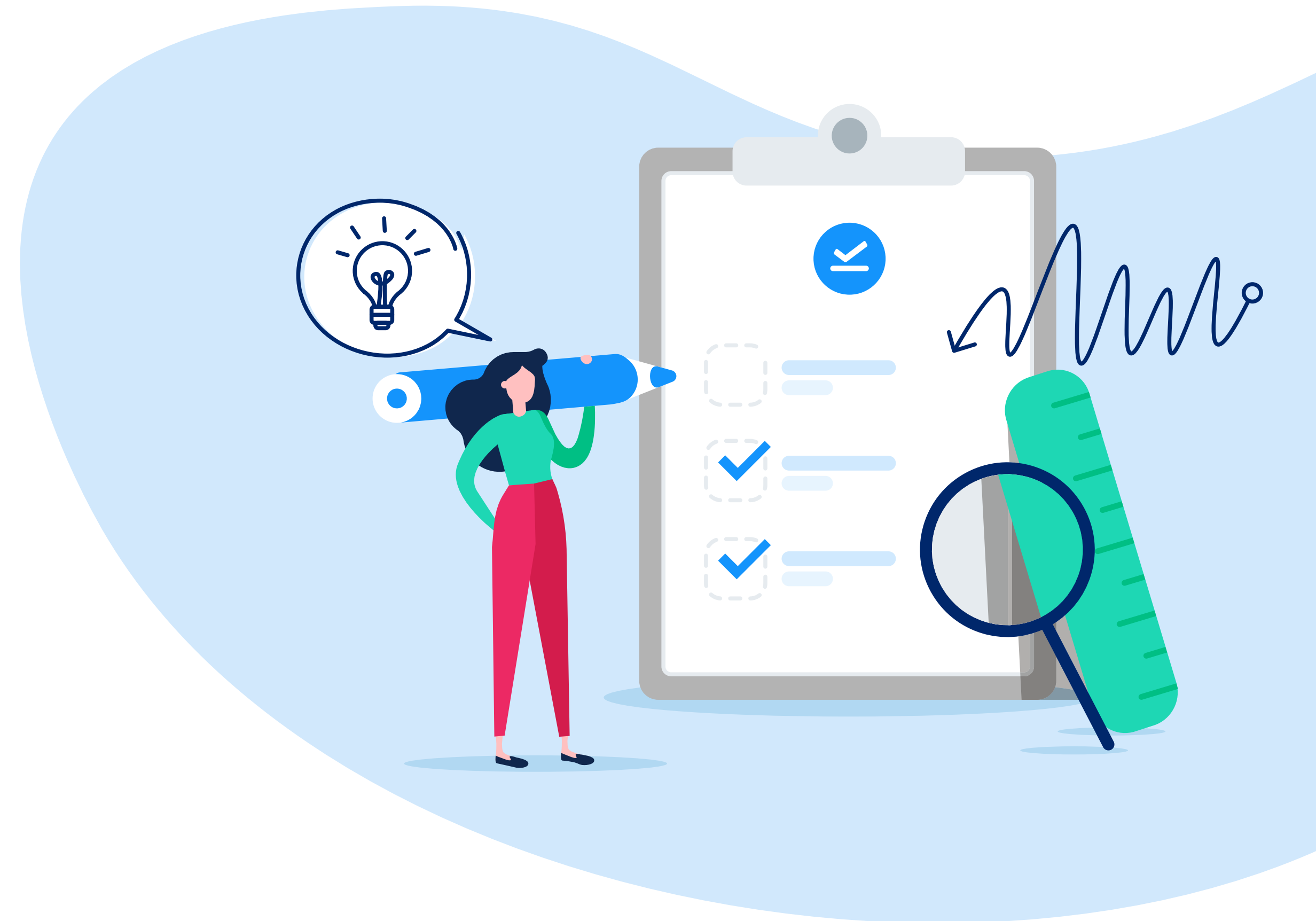


# Social Media Managers Checklist

Social media manager needs to face a lot of challenges and constant updates - and with that many dynamic changes, it may be difficult to plan daily activities. While a lot of things do not depend on social media managers, others seem to be quite easy to be planned. Below, you'll find our ideas of how to divide your workday into three sections and keep some tasks well in your working pipeline.

Of course, feel free to customize it to your needs, but we hope it will be a good start at least!



# First two hours

- 1.** Reply to all outstanding DMs through your or your clients' inboxes (unless your agreement states otherwise and you need to be on call also in the evening). It is often also a good time to reply to e-mails or send status messages.
- 2.** The first round of interaction: like and answer on some comments (depending on rules of co-operation). Go into Twitter and Instagram and love/like/retweet relevant posts and comments. It can take some time since not everyone cares about proper tags or hashtags, but it pays off in the end.
- 3.** Log in to a social media monitoring tool to check mentions. Many tools allow you to set up some alerts and notifications, but checking mentions yourself won't hurt. What should interest you the most is the profile you are in charge of, but peeping on your competitors and industry does no harm either.

## Blue tip

Do you know what engagement loop means? It is nothing more than initiating discussion out of small activities, like comments. For example, if someone comments with „Great recipe! But I know a better one“ you can reply „what is your secret recipe?“ and then appreciate the recipe with likes or even a share, if you feel like it. Engagement loop keeps the audience engaged and makes them feel special, while your engagement rate is growing.



# Middle of the workday

1. Try to reply to current comments as soon as possible, but don't get distracted. Some of the comments may need immediate attention and reaction (especially when it comes to crisis management), and they shouldn't wait ages for your answer. Others may wait till the second round of interaction. Use e.g. Tweet-Deck to be up to date with your (and not only) Twitter feed.
2. Create content with tools that are at your disposal, compliant with your strategy, brand books and guidelines. Not everyone can count on graphic designer work, so if you can't, ensure yourself you have everything ready (colours, fonts, logos) and transferred to the tool you use.
3. Check out possibilities for sharing Instagram or Facebook stories. With some fairly simple mobile apps you can do it while waiting for your tea to brew or commuting.

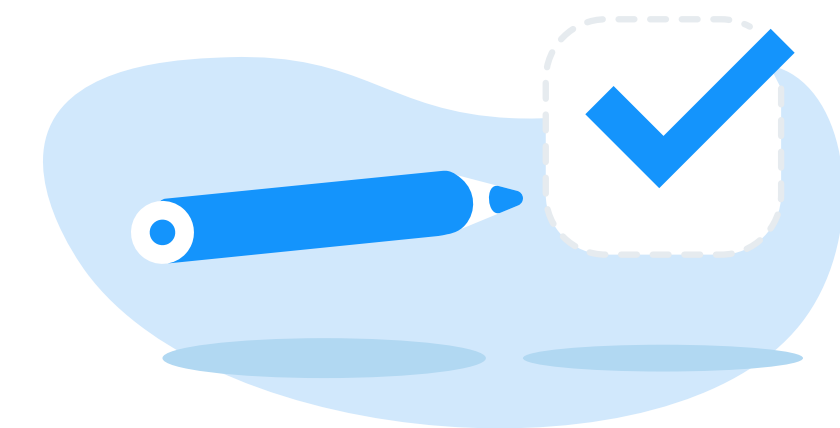
Check out possibilities for sharing Instagram or Facebook stories/reels.

4. Find some time for gathering inspiration. It can be about ideas for new posts, some new marketing tactics, social media articles, or just some discussions on groups on Facebook. While you are nailing your everyday tasks anyway, you need to be up to date with the latest news.
5. Plan content for upcoming days. It is essential to have a clear idea of what, where and when your content will be published and distributed, and your clients may want to know it as well. To keep it all on track, you can use tools like Kontentino to make your social media life a bit easier with scheduling and getting approval. You don't need to hang on calls with clients to get a magical „yes“ on your content – it's enough to send them some posts made within Kontentino platform and wait for their approval.
6. Depending on the scope of your agreement, you may have other duties assigned. Middle of the workday is a good time to set some campaigns as sometimes they need some time to be kicked off. It is also good for meetings and appointments – early in the morning not everyone may be available for this, and in the afternoon some people can be properly busy or tired. Aim around midday for the most productive meetings.

7. Have 15 mins for yourself – it may be a cup of green tea or some creative quality time in an empty room full of sticky notes. Social media managers need to face a lot of stress and challenges in their work on a daily basis, so you need a proper break.

## Blue tip

If you have problems with getting focused on your tasks, there are a few mini tools or apps that can help you concentrate. Try Forest app, Tomato Timer or Coffitivity.



# Last two hours

- 1.** The second round of interaction: repeat the process from the first two hours. Go through all social media profiles and react to others' comments, likes, shares or mentions.
- 2.** Make sure all your posts for that day and the next day are approved and scheduled.
- 3.** Finish the workday with inbox zero. If you are in charge of many profiles, your inbox will surely fill in by next morning.

Spend some time on reading some industry news or publications. Firstly - you'll be up to date. Secondly - you can gain some inspiration for upcoming posts and content in the future. Following influencers is a good idea as well. If you need some new ideas on what and who to follow, our list can come in handy.

**Once in a week or two change passwords wherever you can.**

