

SOCIAL MEDIA PLANNER*

Facebook

Update page status ___ times a day

Monthly ad budget _____

Create an event

Respond to fan comments

Ask people to comment, like or share post

Twitter

Post at least ___ times a day

Circulate ___ blog posts

Circulate _____ offers

Include call to action

Attach images to tweets

Include hashtags: _____

Follow ___ people each week

Retweet ___ people you follow

Reply to ___ people

Retweet ___ influencers

Monitor mentions time: _____

Monitor retweets time: _____

Facebook

Update status ___ times per week

Keep professional tone

Circulate blog posts

Promote content offers

Circulate job postings

Share _____ content

SOCIAL MEDIA PLANNER*

Google Plus

Share content ____ times per day

Make sure posts are Public

Follow ____ new people or companies each week

Offer a Google+ Hangout on air session

Promote events using Google +

Instagram

Update ____ posts each day

Like ____ post from followers

Like ____ hashtag ____

Comment ____ on influencers

Like ____ influencers

Monitor new likes

Monitor new follows

Reply to comments ____ times per day

Pinterest

Each month, add ____ new pins

Ad ____ sample of work

Ad ____ Products

Follow ____ new inspiring board from industry

Use keywords in pin description

Add ____ boards

YouTube

Find ____ new videos to share on FB, Twitter, G+

Plan and produce ____ video(s) ____ times per ____

Subscribe to new ____ channels in industry ____ per month

Watch Subscriber count