Social Media Checklist

A social media checklist with daily and weekly tasks plus a step-by-step routine for publishing each post.

Account setup and basics

- [ ] Confirm each profile has an up-to-date bio, link and profile image.
- [ ] Verify the link in bio points to the right current destination.
- [ ] Switch personal accounts to business or creator profiles for analytics.
- [ ] Document your brand voice and content pillars for reference.
- [ ] Set up a scheduling tool and connect all your accounts.

Daily tasks

- [ ] Reply to new comments on your recent posts.
- [ ] Respond to direct messages and questions promptly.
- [ ] Check mentions and tags, then react or repost where relevant.
- [ ] Publish any posts scheduled for today and confirm they went live.
- [ ] Engage with a few relevant accounts in your niche.
- [ ] Note any trending topics or sounds worth using soon.

Weekly tasks

- [ ] Plan and schedule next week's posts in advance.
- [ ] Review last week's top and worst performing posts.
- [ ] Batch-create content so you are not posting at the last minute.
- [ ] Refresh your saved hashtag and caption templates.
- [ ] Check follower growth and engagement rate trends.
- [ ] Engage with current followers through stories, polls or questions.

Per-post publishing checklist

- [ ] Confirm the visual is high quality and sized for the platform.
- [ ] Write a caption with a clear hook in the first line.
- [ ] Add a clear call to action, such as save, comment or click.
- [ ] Include relevant, targeted hashtags rather than generic ones.
- [ ] Add descriptive alt text to images for accessibility.
- [ ] Check the link works and uses tracking if needed.
- [ ] Preview the post and proofread for typos before publishing.
- [ ] Schedule it for your audience's most active time.

Monthly review and growth

- [ ] Pull a monthly report on reach, engagement and follower growth.
- [ ] Identify your best-performing content format and do more of it.
- [ ] Review which posting times drive the most engagement.

- [ ] Audit profiles to keep links, pinned posts and bios current.
- [ ] Set content goals and themes for the month ahead.