

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.