

Social Media Plan- Daily Checklist

Facebook- Daily Checklist

- 3-5 updates per day
- Login each morning as your fanpage.
- Share a post from the newsfeed.
- Check for all notifications, answer comments, thank likes, answer messages.
- Schedule two other updates for the day.
- Login in the late evening to check notifications again.



Twitter- Daily Checklist

- 5-10 tweets per day
- Schedule all tweets through [Hootsuite](#) (free for 3 social media accounts)
- Login to Hootsuite twice a day to check for mentions, responses
- Retweet 3-8 tweets from your followers per day

Pinterest- Daily Checklist (for B2C companies)

- Login and repin 5-8 items your followers will enjoy seeing, across several boards
- Pin your own content 1-2 items
- Comment on the likes you make (2-5)
- Visit at the end of the day and repin again (if you have the time)

LinkedIn- Daily Checklist (for B2B companies)

- Read through your follower updates and comment on at least 2
- Visit 2 groups and make a comment
- Schedule 2-5 updates for your personal profile in Hootsuite
- Make a new connection

Social Media Plan- Weekly Checklist

Facebook- Weekly Checklist

- Like 5 new fanpages
- Comment on each new fanpage
- Share at least one link to your website



Twitter- Weekly Checklist

- Follow 20 new profiles
- Add each account to appropriate list
- Join an industry chat to meet more profiles

Pinterest- Weekly Checklist (for B2C companies)

- Find 10-15 new accounts to follow
- Find industry specific boards to follow that your followers will like
- Join industry group board and pin several items to it

Linkedin- Daily Checklist (for B2B companies)

- Reach out to at least 3 connections and start conversation
- Follow 5 new companies
- Join a new group (if you haven't met your quota of 50)

Need Help?

Social media Fuze provides weekly and monthly packages to cover all of your social media marketing needs. Visit our pricing page today!

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