

SOCIAL MEDIA CHECKLIST

Use this checklist to help identify key tasks to create and tailor your social media plan to your specific needs.

Action item
<input type="checkbox"/> Create your social strategy based on your team/department goals.
<input type="checkbox"/> Identify risks and centralize social media account passwords.
<input type="checkbox"/> For each platform, determine resources required and assign roles and responsibilities.
<input type="checkbox"/> Establish workflows and approval processes.
<input type="checkbox"/> Establish community management guidelines.
<input type="checkbox"/> Establish crisis and escalation framework, define key team contacts.
<input type="checkbox"/> Determine how you will track content performance/progress, collect data and create reports.
<input type="checkbox"/> Determine ad spend budget and establish how spend will be tracked.
<input type="checkbox"/> Review best practices and examples.