Social media manager checklist

Daily, weekly and monthly. Time budgets are per brand.

Brand / client _____

Week of _____

Every day

about 40 minutes

- [ ] **Clear the inbox.** DMs, comments, mentions, reviews, oldest first. Pass on what you can't answer. — 10 min
- [ ] **Check today's posts, and yesterday's.** Did they go out? Does anything read badly given today's news? — 5 min
- [ ] **First hour after a post goes live.** Reply to the first comments, answer questions, pin a useful one. — 5 min
- [ ] **Scan for untagged mentions.** Brand name, misspellings, product names. Escalate anything spreading. — 5 min
- [ ] **Engage outward.** Five real comments on customers', partners' and the audience's favorite accounts. — 10 min
- [ ] **Write down what people asked.** Every question goes on next week's idea list. — 2 min
- [ ] **Sweep the inbox before you stop.** Nothing answerable waits overnight. Leave notes for whoever covers evenings. — 5 min

Not every day: analytics for decisions (weekly) · re-planning the calendar (Mondays) · chasing approvals one post at a time (one weekly window) · jumping on every trend (decide in planning) · follower counts.

Every week

about 2 hours

- [ ] **Plan and batch** next week's posts in one sitting. — 60–90 min
- [ ] **Send for approval:** one batch, one deadline. — 15 min
- [ ] **Check the numbers** against your own baseline. — 20 min
- [ ] **Tidy up:** archive chats, update saved replies. — 10 min

Every month

and quarter

- [ ] **Monthly report:** planned, happened, achieved, next. — 1–2 h
- [ ] **Click every bio link** and check tracking tags. — 15 min
- [ ] **Quarterly audit:** access, positioning, mix, performance, tracking. — 90 min
- [ ] **Refresh your baseline** with the last three months. — 15 min

Several clients? Same order every day, most time-sensitive inbox first.

Free checklist from kadenzo.app