

# jma designs

## Social Media Checklist

Schedule posts:

- 10-12 times daily for Twitter
- 1-2 times daily for Facebook
- 1-3 times daily for Instagram
- 1 time daily for LinkedIn

Work on content: blogs, videos, podcast, etc...

Engage with active followers and fans.

Connect with Influencers within the channel weekly.

Check analytics daily-weekly depending on paid campaign(s).  
Monthly is fine without campaigns.

Set goals and new strategies monthly and quarterly.

Review analytics annually and adjust scheduling, topics and campaigns.