



Help For Your Business <http://www.bahelp.com>

Twitter Marketing Checklist

Completion	Task	Notes
	Daily	
	Check mentions - searches - DM	(optional) use Respond by Buffer
	Check retweets and likes for previous day's posts	view profile/stream
	Retweet, reply or like posts by those who engaged your tweets	use format <code>.@<twitterhandle></code>
	Use feedly or other feeds to select relevant curated content	(optional) use feedly.com
	Schedule tweets	(optional) use Buffer
	select hashtags	(optional) use hashtagify.me
	Weekly	

	Check analytics	via Twitter and/or Buffer
	reschedule top tweets	rebuffer tweets if using Buffer
	Schedule content tweets	use Buffer
	Plan tweet efforts for any company events	
	Encourage employee participation - ask people to share / remind them of something	
	Monthly	
	Create a monthly social audit of your brand / or your client's brand	
	Look at your KPIs and assess your strategy	
	Create content plan - Fill calendar	
	Meet with your team to inform them of your efforts / anything important, etc	

	Meet with your team and set out monthly goals	
	Quarterly	
	Annually	