

Daily Social Media Marketing Checklist

This checklist was inspired by a blog post from Social Media Expert Chris Brogan – you can find his post here <http://www.chrisbrogan.com/19-presence-management-chores-you-could-do-every-day/> - I've simply added and tweaked a few bits to cover the extra things that I do every day too.

Please feel free to share this list, as long as you give it away for free and keep both mine and Chris's details intact.

Week beginning:	M	T	W	T	F	S	S
Twitter							
Retweet 7 things							
Reply to at least 5 people, with FULL replies							
Recommend 1 person you admire							
Follow back at least 10 people							
10 minutes of polite 2 way chit chat goes far							
Tweet 3 business related Tweets							
Tweet 2 personal related Tweets							
Ask at least one question that requires answers							
Facebook							
Check in on Birthdays on the homepage							
Respond to any comments on your wall							
Post at least one status message daily							
Share at least 3 interesting updates you find							
Comment on at least 7 updates or status messages							
Leave a message on 2 fan pages							
Leave a message on the walls of 2 people							
Respond to any event invitations by leaving a message							
Recommend at least one person to your contacts							
Add at least one update to your Group / Fan Page / Business page							

LinkedIn								
Accept any invitations that make sense to accept								
Enter any recent business cards to invite them to LinkedIn								
Drop into Q&A and see if you can volunteer answers								
Provide 1 recommendation every few days (HONEST!)								
Update your status at least once a day								
Make at least one introduction / recommendation								
Blogs								
Reply to at least 5 comments on your blogs								
Comment on a couple of your commenters' blogs								
Stumble or Socially bookmark your commenters' blogs								
Write the occasional blog post promoting another blog								
Email a synopsis of recent posts at least once a month								
Find 2 new blogs to comment on each day								
Forums								
Reply to at least 2 threads every day								
Post one new thread								
Make a point of thanking people who reply to you								
Accept any connections that make sense								
Recommend a member's blog or website and say why								
Miscellaneous								

