

DAILY

- Check your @mentions and brand #hashtags
- Reply to every relevant mention and Direct Message (DM)
- Schedule your posts for the next day
- Engage with other relevant social media profiles
- Capture and curate content to share later
- Follow back those who follow you (not bots)
- Engage with one new relevant account

WEEKLY

- Check-in on your performance insights
- Engage with influencers
- Engage with partners (plan via DM)
- Weekly goals check-in
- Plan out your content for the week
- Attend events—local, industry, etc.
- Update your bio links

MONTHLY

- Perform a social media audit (what worked/didn't?)
- Goal-setting (do more of what is working)
- Come up with new experiments (try shit)
- Plan ahead for the next month (holidays, events, content)

**Like it or not,
if you own a business,
you're in the
digital hospitality
business.**

**Ignoring
customers on
social media is
similar to ignoring
the phone ringing
when they call
your business.**

**"If you're not
putting out
relevant content
in relevant
places you don't
exist."**

-Gary V

Do you need a custom guide?

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