Weekly Influencer Checklist for Your Intern

Share this weekly list with your social media manager, intern, or assistant so they can help you build your brand online.



SOCIAL MEDIA

- [ ] Check and evaluate Instagram and Facebook ad promotions
- [ ] Research hashtags, other profiles, posts, and stories
- [ ] Look at analytics on all social media accounts. Take notes that you can use to help create monthly social media audit

CONTENT CREATION

- [ ] Help with planning content for the following week (posts, photos, content stories)
- [ ] Captions are roughly written out (do they match what you are currently promoting or blogging about?)
- [ ] Content photos, product infographics (for Instagram), and stories are edited and created
- [ ] Attend weekly team brainstorm meeting
- [ ] Research any new social media news/articles/updates

MARKETING

- [ ] Research any new social media news/articles/updates
- [ ] Work on PR pitches for partnerships
- [ ] Work on creating content calendar for next month
- [ ] Assist with PR packages

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