Oil and Filter Checklist



Wednesday 12

- [ ] 4503EXB
- [ ] 9860LSB
- [ ] 8491TSB
- [ ] Engage with other influencers across all social media platforms
- [ ] Make sure you respond to questions across all social media platforms (don't forget your blog articles)
- [ ] Check your mentions on all platforms
- [ ] Respond to DM (direct messages) on all platforms
- [ ] Monitor your keywords, look for trending topics
- [ ] Make sure posts are scheduled on all platforms (including blog posts)
- [ ] Check out other related profiles on all platforms
- [ ] Follow new followers on all platforms
- [ ] Engage and compliment at least one new person on each platform
- [ ] RT relevant tweets and/or join a Twitter chat
- [ ] Create new content to share every day
- [ ] Spend time repining, creating new pins, engaging, and following on Pinterest
- [ ] 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
- [ ] Monitor keywords, research new keywords, look for trending topics

- [ ] Research your competitors (did any of their content do especially well, take notes)
- [ ] Review and audit current social media campaigns. Are monthly goals met?
- [ ] Assit with creating monthly social media audit
- [ ] Research upcoming holidays and events that can be used to help the brand or business

CONTENT CREATION

- [ ] Help with creating and editing blog posts
- [ ] Help with planning content for the following week (posts, photos, content stories)
- [ ] Update one old blog posts, check for outdated and broken (affiliate) links (Goal should be two to four blog posts a month)
- [ ] Assit with creating pinable images for Pinterest
- [ ] Publish posts to Instagram (Instagram should automatically link to Facebook)
- [ ] Assit with planning out partnership content
- [ ] Assist with creating topics ideas for the following month
- [ ] Assist with creating content calendar for each month

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 (send thank you notes)
- [ ] Assist with responding to email
- [ ] Assist with with brand promotions
- [ ] Assist with pitching to potential brand
- [ ] Create and assist with sending out marketing emails and campaigns
- [ ] Attend weekly team brainstorm meeting

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