

# SOCIAL MEDIA FOR BUSINESS DAILY CHECKLIST



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# INTRODUCTION

**Struggling to stay consistent with your business socials? We got you.**

This quick and powerful checklist will help you build visibility, connect with your audience, and grow your presence without needing a full-time content team.

Use this guide to keep your social media presence active, engaging, and manageable with a few hours of planning and content creation monthly + just 30 minutes a day.

## **Your Schedule:**

- **4.5 hours a month** on content planning and creation
- **1 hour per week** on content scheduling and research
- **30 mins per day** on engagement and maintenance

# Monthly Social Media Checklist

- **Storyboard a month's worth of content**
- **Plan and execute a content shoot**

Each month, you'll plan your entire month of content, build a flexible storyboard, and capture every asset you need in one dedicated creation session so you're set up to create less and post more all month long. Plan for this to take about ~5 hours each month.



## Step 1: Monthly Content Planning Session

*Time Commitment:* ~2 hours

*When to Do This:* Ideally 2 weeks before the new month begins

Use this time to zoom out and create a big-picture plan. Planning in advance helps you stay consistent, avoid last-minute scrambling, and create better content that actually aligns with your business goals.



### Start by identifying key happenings this month:

- Product or service launches/spotlights
- Upcoming events or sales
- Holidays, awareness days, or seasonal trends
- Staff birthdays, anniversaries, or team spotlights
- Behind-the-scenes opportunities or milestones



### Create your monthly content calendar:

Use a digital calendar, spreadsheet, or paper planner or whatever works for you! For each post, jot down:

- The date it will go live
- Topic or theme
- Format (video, photo, carousel, story, etc.)
- Main goal (educate, entertain, promote, build trust, etc.)
- Caption idea or talking point



### Pro Tip:

If you have a strategy already, add SEO keywords, hashtag groups, and Calls To Action. This will save time during your weekly caption-writing sessions!



## Step 2: Build Your Content Shot List

*Time Commitment:* ~30 minutes

*When to Do This:* During your content planning session

Now that you've mapped out what you're posting, it's time to get visual.

- **Go through your content plan and list everything you'll need to capture:**
- - Products to feature
  - People to include (your team, customers, partners)
  - Props, tools, or locations you'll need
  - Any B-roll or background footage that adds personality
- Think of this like your pre-shoot checklist. Having it ready will
- make your shoot session way more efficient.

## Step 3: Content Creation Day

*Time Commitment:* ~2 hours

*When to Do This:* Within a week of your content planning session

Set aside a focused block of time to batch create all your content for the month in one go. No distractions, no multitasking, just you, your camera, and your plan.

- **Capture content based on your shot list. Focus on:**
- - Quick, authentic video clips needing little editing
  - Well-lit photos with minimal editing needed
  - Variety in angles and backgrounds to keep content fresh
- Organize your assets immediately. Upload everything into
- clearly labeled folder. This will save hours when it's time to
- schedule.

# Weekly Social Media Checklist

- Finalize and schedule weekly content
- Planning and maintenance

Keep your content flowing and your pages fresh with just a couple of focused hours per week.



## Step 1: Schedule Your Weekly Content

*Time Commitment:* ~45 minutes

*When to Do This:* The first workday of your week (Monday for most businesses)

Using your monthly content plan as your guide, finalize and schedule all the posts for the week.

### **Before you hit “schedule,” be sure to:**

- Polish your captions (make sure they align with your brand voice)
- Add relevant SEO keywords and strategic hashtags
- Tag any people, brands, or partners
- Add alt text to your images for accessibility and SEO
- Add a location tag if relevant
- Include a trending audio or song (especially for Instagram Reels or TikTok)

**By the end of this session, your content should be completely scheduled and ready to go so you can focus on running your business.**



## Step 2: Planning + Maintenance

*Time Commitment:* ~15 minutes

*When to Do This:* Any day during the week, ideally midweek

This is your chance to stay current, learn from others, and make sure everything behind the scenes is tidy and up to date.

### ● **Creative Research + Trend Spotting:**

- • Scroll through platform-specific “trending” feeds
- • Save trending sounds, formats, or ideas you may want to use
- • Browse competitor profiles and save their top-performing posts for inspo

### ● **Platform Health Check:**

- • *Check your insights/analytics:*
  - ○ What post(s) performed best this past week?
  - ○ What’s not working?
  - ○ Any standout engagement or follower growth?
- • *Review your links in bio:*
  - ○ Are they still pointing to your current offer or promotion?
  - ○ Do you have a new link, product, or event to feature this week? Add it!
- • *Refresh your Story Highlights if needed:*
  - ○ This is easier if you’ve been posting to Stories daily
- • *Digital Cleanup:*
  - ○ Delete spam or outdated DMs
  - ○ Archive or remove any outdated pinned posts
  - ○ Check your bio and pinned content, does it still reflect your current focus?



# Daily Social Media Checklist

- **Outbound Engagement**
- **Community Management**
- **Post Story/Temp Content**

Keep your brand social media pages active and visible in just 30 focused minutes a day!



## Step 1: Outbound Engagement

*Time Commitment:* ~10 minutes

Proactively build visibility and relationships outside your current audience. This is about genuine engagement that expands your reach.

### Choose one focus area per day:

- Scroll your Following feed (chronological) and interact with recent posts
- Search a relevant geotag (e.g., your city, neighborhood, or event location) and engage with users posting in that area
- Browse niche or industry hashtags and thoughtfully comment or like high-quality content
- Tap through Stories from accounts you follow. DM responses are a great way to spark real conversations
- Send 1–2 personalized DMs to people who might love your brand and say hello or invite them to check out your latest offer or post



**Pro tip: Use saves and collections to group accounts by topic or location to make this even faster.**





## Step 2: Community Engagement

*Time Commitment: ~10 minutes*

Strengthen the relationships you've already built. This is where trust and loyalty are formed.

### **Each day, be sure to:**

- Reply to DMs
- Respond to comments on your posts
- React to or share mentions or tags in Stories and posts
- Leave a like or comment on someone's post if they've recently engaged with you



**Pro tip: Try replying to 100% of your audience interaction within 24 hours. It boosts your algorithm performance & builds loyalty.**

## Step 3: Posting Stories & Temp Content

*Time Commitment:* ~10 minutes

Keep your audience in the loop with bite-sized content that feels fresh and interactive.

- **Each day, aim to post at least 3–5 stories by:**
- • Reposting your latest feed content (“ICYMI!” style)
- • Sharing curated or user-generated content that fits your brand
- • Original content:
  - Behind-the-scenes
  - Polls, emoji sliders, or Q&A boxes
  - Product demos or service sneak peeks
  - Countdown stickers for upcoming launches or events

### Optimize every Story you post

- Add location tags for discoverability
- Use interactive stickers and clickable links
- Include a clear CTA (call to action)
- Add on-brand captions and trending audio when relevant



# Printable Checklist



## Monthly

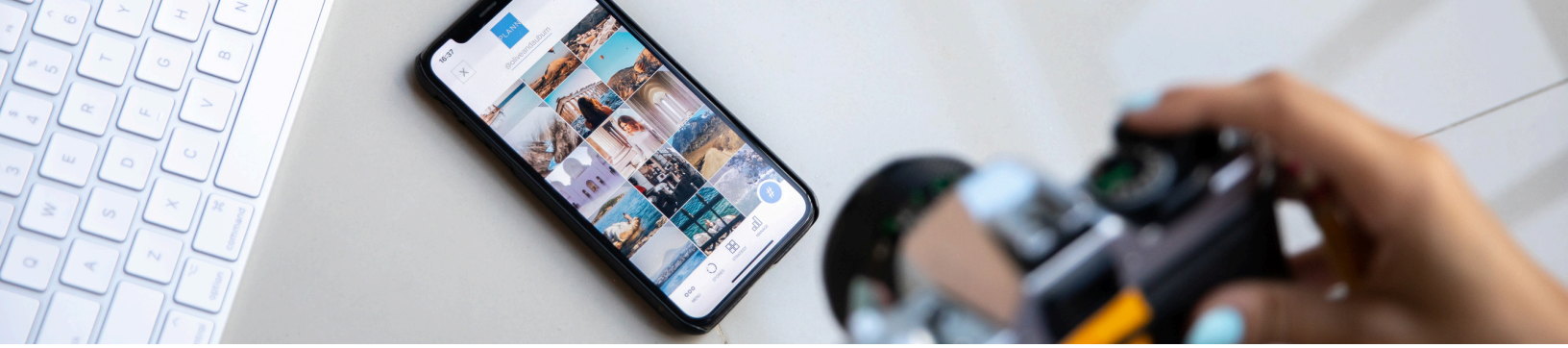
- Content Planning Session
- Monthly Content Calendar
- List Content to Capture
- Content Creation Session
- Organize Assets into Folder

## Weekly

- Schedule Weekly Posts
- Trend + Inspiration Research
- Competitor Check
- Review Analytics
- Check & Update Bio Link
- Refresh Story Highlights
- Clear Out DMs & Spam

## Daily

- Outbound Engagement
- Community Engagement
- Post to Stories



# CLOSING THOUGHTS

Having a solid social media strategy in place will make each of these checklists even easier to execute, and far more effective. If you enjoyed the style and value of this guide, we invite you to explore our other resources, like our step-by-step Social Media Strategy Guide, or Industry-Specific Content Plans.

Or consider investing in your business (while supporting ours!) by purchasing a customized social media audit, strategy, or content plan tailored specifically to your business goals and hand-crafted by us. We also offer ongoing social media management, consultation packages, and more.

Want more free support along the way? Be sure to follow us on social media at [@loafsocal](#) where we regularly share free tips, news, trends, content ideas, and more to keep you informed and inspired.

And if you found this guide helpful, we'd love it if you shared it with a fellow business owner or friend—it might be just what they need to take their socials to the next level.

