

**3D Communications  
Social Media Management  
Daily Checklist**

**Facebook Personal Account**

- Check Messages:
  - Delete Spam*
  - Respond / reply*
- Check Updates (from Pages)
- Requests (review/accept):
  - Friend requests*
  - Group requests*
  - Other requests*
- Events
  - Review/RSVP to Events*
  - Post birthday wishes*
- Profile Wall:
  - Delete spam*
  - check for comments that need to be responded to*
- Post a Status Update
- Periodically:
  - Review friend lists and update (assign friends to at least 1 list)*
  - Unfriend inactive friends, those with no picture or postings*

**Facebook Fan Page**

- Delete spam on wall
- Check for comments that need to be responded to
- Post a Status Update
- Periodically:
  - Quarterly, invite friends to the Fan Page*

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**Twitter**

- Follow back, Unfollow, block, report
- Review DM's
- Check @replies (aka mentions)
- Reply to Customer Service
- Check or perform keyword searches

Post status updates (e.g.):

- Blog from the archives*
- Inspirational Message*
- What am I doing today*
- Link to new blog posting*
- Retweets*
- Events & promotions*
- DMs*

Periodically:

- Clean out nofollows, inactives & spammers (once a month\_*

**LinkedIn**

- Approve Connections
- Review, respond to and archive inbox items
- Request Connections
- Q/A responses or inquiries
- Accept event invitations
- Check e-mail notifications

Periodically:

- Update status*
- Review Groups and refresh*
- Review members of groups you're in and select /request connections*
- Search Q/A section for potential oppys for engagement*
- Review your untagged connections and assign*

**YouTube**

- Upload
- Favorite
- Comment

**Blogs**

- Draft posts
- Review posts for keywords and SEO attributes
- Post
- Out-post URL
- Review comments and respond
- Schedule outposts of excerpts (Twitter, FB profile, Fan Page, LinkedIn, etc.)

**E-Newsletter**

- Publish
- Schedule outposts of link (Twitter, FB profile, Fan Page, LinkedIn, etc.)
- Schedule outposts of excerpts (Twitter, FB profile, Fan Page, LinkedIn, etc.)
- Video announcement (YouTube)
- Update Archives