



Checklist 14 - Manage Content On Social Media

Project Name: _____

Date: _____

Yes No

Social media management can get quite hard sometimes, but you have to be very vigilant and patient if you want good results. For this purpose, you have to know some basic tips and tricks for managing social media content and accounts on which you post this content. Let me tell you in steps below:

NEVER COMPROMISE THE QUALITY:

1

The first thing to focus on while posting content on social media is the quality of your content, and its authenticity.

2

Make sure that whatever you're posting is authentic.

3

Try to post evergreen content on your site so that it stays updated and fresh.

4

If you're posting something by getting ideas from other websites, make sure to cite the source from where you've taken it.

5

The quality of your content will decide your success, so don't compromise on it.

ANALYZE DATA BEFORE POSTING CONTENT:

Notes

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- 6 This is the next step to take while posting content on social media. Analyze data before posting it.
- 7 Keep an eye on what's trending on the internet and post accordingly.
- 8 If some of your content is being praised, continue reposting it by making required changes.
- 9 Analyze the keywords of your content to produce trending content.
- MAKE USE OF TOOLS:**
- 10 Start taking help from various tools like Buzzsumo that will send your notifications whenever your selected keywords are posted online.
- 11 Next, start engaging with your audience by liking their comments on your social media channels.
- 12 Respond to the comments of your audience as well.
- 13 The tools that are involved in researching keywords and giving ideas to the marketers are essential to be used if you are a beginner.

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Research the keywords of your content using these tools and post your comment based on these keywords.

KEEP A SCHEDULE:

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Another very important step to take is to schedule your posts on social media.

16

Set up a schedule about every time you'll be posting in a week or a month.

17

This way, your audience will know about your timing of posts.

18

Engagement levels will increase effectively once you are managing your content based on a schedule.

Notes