

# silicon beach training

## 01273 622272

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## Social Media Schedule

Daily	Weekly	Monthly
Tweet and respond to tweets and retweets	Find new people to follow and interact with influencers	Launch competitions, encouraging people to share your brand
Respond to comments/messages on Facebook, LinkedIn and Google+	Manage friends lists and connections on Facebook, LinkedIn and Google+	Create popular videos and broadcast them over social media channels
Moderate comments on blog posts and respond where appropriate	Write new blog posts and promote them throughout your social media	Create a poll or a survey or begin a debate to get people interacting with your social media
Check all social media channels to find out what people are talking about	Comment on other blogs and answer questions on forums	Rethink your social media strategy to adapt to current trends
Use Google Analytics to track the success of social media campaigns.	Monitor your brand so you can thank people/ respond to negativity	While maintaining social media accounts is important it should not take away from your main responsibilities. Use this schedule as a guide for planning your activities.