



# What should your social media manager be doing for you?

Social media management can be outsourced, however there are some key deliverables that you need reporting on to ensure your money is being put towards a valuable outcome.



**Develop a social media strategy with you.**



**Create and publish content to your social media accounts and channels.**



**Meet with Marketing, PR and Sales to keep reinforcing the company strategy.**



**Conduct regular social media monitoring.**



**Track insights and use them to measure, improve and report progress.**

Remember, if you are outsourcing your social media you will still need to provide your social media manager with relevant photos, information about the photos, an overview of the company and the strategy of where your business is going so they can help you achieve this result.



## DAILY

- **Engage** with brand advocates, clients and future clients.
- **Monitor** news feeds, hash tags, on trend movements. Check out what your competitors are doing.
- **POST** on socials and channels.

## WEEKLY

- **Build** content.
- **Analyse** run your analytics.
- **Connect** with advocates or suppliers.

## MONTHLY

- **Run** monthly reports.
- **Present** to direct report.
- **Create**, refine your marketing calendar.

## QUARTERLY

- **Adjust** your goals.
- **Meet** with owner or executive team to review.