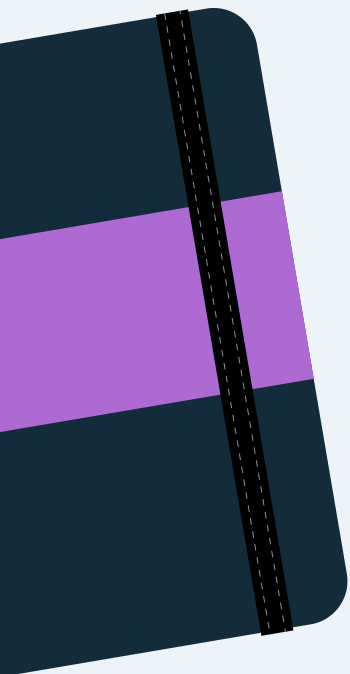# A **Day** in the Life of a Social Media Manager

Even if no two days are quite the same, most social media managers have a set of core tasks they need to handle regularly.

13:00

11:30

Here's a list of key tasks for social media managers—take a look and consider what takes the most time, what's most important for your specific role, and what you should focus more on:

Most frequent

- ☐ Reply to comments/engage with people
- ☐ Check mentions
- ☐ Track keywords
- ☐ Create content
- ☐ Schedule posts
- ☐ Check ad status
- ☐ Check content performance
- ☐ Idea/trend research/look for inspiration
- ☐ Fan/follower maintenance

Still frequent

- ☐ Plan content
- ☐ Assess mindshare/word of mouth
- ☐ Report/track KPIs and progress towards goals
- ☐ Strategy check in
- ☐ Plan ads

Less frequent, still critical

- ☐ Perform a social audit
- ☐ Strategize and plan content direction
- ☐ Assess and adjust social strategy
- ☐ Do a process health check
- ☐ Plan tests/experiments for new ideas
- ☐ Evaluate and establish social goals