

# Social Media Management Checklist

## Strategy & Planning

Define goals, target audience, and content pillars to guide social media efforts.

### Define Overall Social Media Goals (e.g., lead generation, brand awareness)

Write something...

### Identify Target Audience Personas (Include demographics, interests, online behavior)

Write something...

### Which Social Media Platforms Will Be Used?

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ TikTok
- ☐ YouTube
- ☐ Twitter (X)

### Outline Key Content Pillars/Themes (e.g., neighborhood spotlights, market