

# DAILY CHECKLIST

- ☐ reply to all comments
- ☐ reply to all DMs
- ☐ leave meaningful comments
- ☐ engage with existing audience
- ☐ engage with top accounts
- ☐ engage with hashtags
- ☐ add to story
- ☐ say something nice

# WEEKLY CHECKLIST

- ☐ plan your content
- ☐ do hastag research
- ☐ analyse last week's content
- ☐ repeat what did well
- ☐ revisit + update content
- ☐ welcome new followers

# MONTHLY CHECKLIST

- ☐ check engagement rate
- ☐ check following increase
- ☐ analyse month's content
- ☐ repeat what did well
- ☐ revisit + update content
- ☐ set new goals
- ☐ plan next month's content