

# Social Media Campaign Checklist

## Before

- Choose your goals
- Establish a timeline
- Have a clear promotion strategy
- Know your target audience
- Choose a campaign hashtag
- Set up monitoring streams
- Establish your campaigns platform

## During

- Monitor streams for any issues, resolve them
- Track mentions to judge campaign popularity
- Use analytics to track your KPIs
- Adjust the campaign strategy if necessary
- Ensure all your tracking is functional
- Engage participants
- Engage the media

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## After

- Push leads into your CRM system
- Gather all your KPI metrics
- Conduct a campaign retrospective
- Present your retrospective to your team/superiors

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