

TOURISM SOCIAL MEDIA CHECKLIST: DAILY, WEEKLY, MONTHLY TASKS

In the age of social media, your customer is one that researches in advance where to spend their time and hard-earned money on a trip or vacation. You can also expect your potential customer to share their travel experience, via their own social media channels and word of mouth. It's more critical to your success than ever that your business delivers a positive tourism experience for your customer.

Doing social media marketing for tourism-focused businesses correctly and successfully takes dedicated

work, but that work is made easier when you are organized and know what you should be doing on a daily, weekly and monthly basis. If you're like me, there is nothing more effective than breaking down goals into manageable lists, such as those presented here, and marking those tasks as complete.

When you take this approach to building an engaging tourism-focused brand, you are guaranteed to see a return in the form of satisfied customers and repeat business.



DAILY, PER PLATFORM

- Reply to everyone
- Check your mentions
- Monitor social media for keywords and phrases
- Monitor social media for brand mentions
- Check your content calendar and update as required
- Schedule your updates for the next day
- Check out other social media profiles
- Curate content to share
- Engage with MVPs/SuperFans
- Follow back those who follow you (If it makes sense)
- Connect with at least one new person
- Check to see what your competitors are posting
- Monitor industry news and updates
- Discover trending and industry hashtags



WEEKLY, PER PLATFORM

- Check your stats
- Engage with influencers
- Engage with partners
- Weekly goals check-in
- Attend events—chats, hangouts, etc.
- Update your social media ads
- Create a posting scheduling for the following week
- Update your content calendar as require

“When I hear people debate the ROI of social media? It makes me remember why so many business fail. Most businesses are not playing the marathon. They’re playing the sprint. They’re not worried about lifetime value and retention. They’re worried about short-term goals.”

Gary Vaynerchuk



MONTHLY TASKS

- Perform a social media audit
- Goal-setting
- Come up with new ideas for the following month(s)
- Plan ahead for the next month or more
- Look at your monthly analytics
- Analyze your competitor's social efforts

WHY YOU SHOULD REPLY TO EVERYONE OR ACKNOWLEDGE THEIR RESPONSE/LIKE/COMMENT

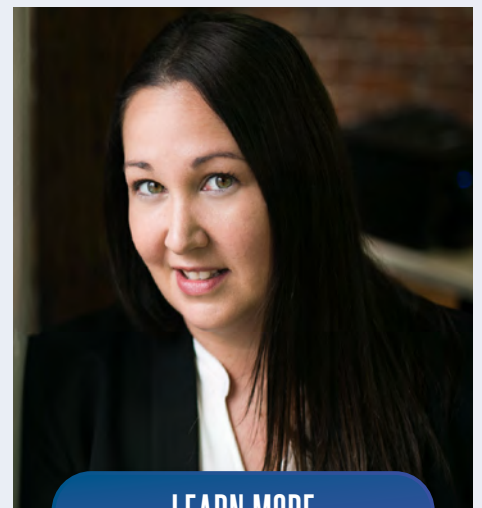
Ignoring your comments ect on social media is like ignoring your phone or when customers come into your store. There's a better chance they will buy from you or continue supporting you if you pay attention to them and make them feel special.

This list may seem long and scary but once you get into healthy social media habits this will be easy!

KERRA AUCOIN MANSFIELD

Social media comes naturally to Kerra. With a background in Marketing and Human Resources Management, understanding how authentic digital engagement could benefit both customers and companies alike seemed obvious.

But while social media might come naturally, it doesn't come easily to anyone. It takes work. While working in local advertising, Kerra recognized a need in the province and beyond for support and education in the field of social media and KA Social Media was born. Rules, regulations and algorithms change so quickly and companies without full-time social media managers are often left in the lurch.



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