# Monthly Influencer Checklist for Your Intern

Share this monthly list with your social media manager, intern, or assistant so they can help you build your brand online.



## SOCIAL MEDIA

- [ ] Review analytics on all social media accounts and use your notes to help assist with creating a monthly social media audit
- [ ] Track and review growth across all social media platforms
- [ ] Review and audit current social media campaigns. Are monthly goals met?
- [ ] Research competitors (did any of their content do especially well, take notes)
- [ ] Help with creating monthly social media audit
- [ ] Research upcoming holidays and events that can be used to help your brand or business

## CONTENT CREATION

- [ ] Assist with creating topics ideas for following month
- [ ] Help with planning out upcoming photo shoot ideas
- [ ] Help with planning out partnership content
- [ ] Attend monthly team brainstorm meeting

## MARKETING

- [ ] Research any new social media news/articles/updates
- [ ] Work on PR pitches for partnerships for upcoming month

- [ ] Assist with creating content calendar for following month
- [ ] Assist with PR packages (send thank you notes)

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