

Checklist for Multi-Tasking Social Media Managers

Take Control of Your Social Media To-Do List



agorapulse

Feel like you're wearing too many hats?

This checklist helps you prioritize the right tasks in each role, so you can stay focused, efficient, and strategic.

Pick one mode to focus on at a time, and build from there. You don't need to do everything all at once.



Planner Mode

Build a shared editorial calendar—yearly or monthly, whichever works best for your team

Clarify your content pillars and map out how they'll be distributed across platforms

Schedule content in advance by planning around key campaigns, events, and product launches



Creator Mode

Repurpose top-performing content into new formats (carousels, videos, quotes, etc.)

Speed up content creation with AI tools or Canva templates

Regularly test new formats (short-form videos, polls, memes) to boost engagement



Community Manager Mode

Centralize all social notifications (DMs, comments, mentions) in a single inbox

Create communication guidelines to keep responses on brand

Use response templates for common questions to save time without compromising quality

Use filters and tags to quickly identify and prioritize key messages (like negative feedback or questions from clients and prospects)



Data Analyst Mode

Set a regular cadence for communicating results to your team or clients

Track KPIs based on your objectives (reach, engagement, traffic, conversions)

Identify top-performing content to guide your strategy



Detective Mode

Monitor competitors to see what content their audience is engaging with

Track brand mentions and keywords so nothing slips through

Keep an eye on emerging trends to inspire your content and messaging

Bonus: Want more tips on how to work smarter (not harder)?

[Download guide →](#)



Ready to simplify how you manage these tasks?

Agorapulse can help.

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