

# Social Savvy



Navigating the Social Media Marketing Landscape



## Daily Social Media Responsibilities

Every. Single. Day!

### One Person Promo Team

Daily!

Every Other Day!

1. Take a quick peek at your Social Media Schedule and unleash those dazzling posts on today's platforms!
2. Pop a post in your Facebook group and let the chit-chat commence!
3. Chat it up with your lively followers and fans!
4. Dive into some of your pals' Facebook groups and sprinkle a little interaction magic

1. Respond to incoming messages.
2. Visit your Social Media platforms to see if your scheduled posts look good.
3. Find any tags or mentions that need attention.
4. Support your colleagues by liking, commenting, and sharing their posts.

### Promo Team of Two

1. Responsibilities of the One Person Promo Team
2. Act as a source of inspiration by observing colleagues for new ideas and trends.
3. Keep up with trending topics and incorporate relevant language to stay current.
4. Monitor brand mentions and engage promptly when necessary.

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## Notes!

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