

Checklist : Community Management

1. Target your audience and adapt to it

- Consult the statistics of each platform
- Write a description of each audience
 - age;
 - place of residence;
 - interest, etc.

2. Listen to your audience

- Highlight on a quarterly basis the type of content the audience interacted with the most
- Adjust upcoming content based on your observations
- Don't hesitate to try new types of content or different angles

3. Be consistent

- Ensure that the editorial line is respected on each platform
- Ensure consistency in the frequency at which you post content and diversify the formats

4. Be responsive to your audience

- Interact with the content of all your
 - subscribers
 - content creators
 - competitors (if this kind of interaction fits with your editorial line)

CAUTION

If your company is present on more than one platform, your audience is not necessarily the same on each of them!

Tips & Tricks

We recommend that you set up a reference document in which you can find templates of answers to use when doing your daily community management.

Daily To do List :

- Reply to private messages
- Like and respond to comments on your posts
- Like and comment on posts you are tagged in
- Share the stories you are tagged in
- Interact with the content of your subscribers and content creators
- Set up your Linktree
- Invite people to follow your page