

COMMUNITY ENGAGEMENT CHECKLIST

INBOUND

- READ AND REPLY TO DMS
- READ AND REPLY TO COMMENTS

OUTBOUND

- INVITE USERS WHO HAVE LIKED OR ENGAGED WITH CONTENT
- ENGAGE WITH FRIENDLY BRANDS (E.G. A VENDOR YOU WORK WITH)
- MONITOR TAGS - MONITOR TAGGED OR USER-GENERATED CONTENT
- KEEP TABS ON TOP 3 COMPETITORS
- INFLUENCERS - FOLLOW AND ENGAGE WITH THOSE IN YOUR INDUSTRY
- ENGAGE WITH CLIENTS - ENGAGE WITH YOUR TARGET AUDIENCE