

















Use this worksheet to begin building the framework for your social presence. Ready for expert, customized guidance—or just want to take some duties off your own plate? SCG is here to help.

Social Media Workflow Planner

| Question | Notes | Platform 1:      | Platform 2:      | Platform 3:      |
|---|--|--|--|--|
| Who will plan posts? | Who is in the driver's seat? Are they committed to the task on top of their other duties? | | | |
| Who will write each post? | Establish a tone so messages should sound like they're coming from a human, not a robot. | | | |
| Who will post the content? | Make sure everyone has the account access they need. Identify secondary and tertiary account managers. | | | |
| Who will check notifications and messages for each account? | Set standards for how quickly you will respond. | | | |
| What are the three(ish) content buckets that will guide your posts? | Themes should be broad, but not so broad that you lose sight of your story. | | | |
| What is the approval chain for content? | Is legal review required? Is the account manager authorized to make posts on the fly? | | | |
| List three accounts you will follow. | Look for trade publications or industry organizations that have built their own audiences. | | | |
| How often do you plan to post? | Be honest: What do you have time for? | | | |

