SOCIAL MEDIA MANAGEMENT / 01

MAP CHANNELS TO RESPONSIBILITIES

Use C1 and C2 for channels. Separate content production from permission to publish.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Purpose of the engagement / audience description / channel labels

C1: supplied content / production role / reviewer / publishing role

C2: supplied content / production role / reviewer / publishing role

Requested formats and quantities to discuss - provider proposal, not a recommendation

Accessibility outputs to discuss / preparation role / review role

Tasks excluded or separately priced: replies, campaigns, extra channels or other work

Preparation only. Not a content strategy, platform-policy or permission-setting guide, accessibility certification, privacy or legal advice. No reach, lead or sales promise. Keep credentials and customer messages out.

SOCIAL MEDIA MANAGEMENT / 02

FOLLOW ONE CALENDAR ITEM

Use P1 and a version label. Keep unresolved approval separate from permission to publish.

P1: channel / item purpose / format / content-input owner

P1: version label / review copy location kept privately / reviewer role

P1: proposed calendar slot / approval checkpoint to agree / unresolved question

Missing approval: who decides the next step and how is that recorded?

Changed version or pause request: contact role / confirmation / rescheduling question

Publishing confirmation and later correction: record to receive / follow-up owner

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SOCIAL MEDIA MANAGEMENT / 03

DEFINE REPLIES, REPORTS AND HANDOFF

Tick points discussed. Do not copy customer messages, private account details or credentials.

- [ ] Channels and task owners are listed
- [ ] Supplied content and new production are separated
- [ ] Calendar items have version and review labels
- [ ] Permission to publish is distinguished from a draft
- [ ] Late approval and pause questions are written down
- [ ] Reply boundaries and escalation roles are identified
- [ ] Accessibility preparation and review roles are discussed
- [ ] Reporting and end-of-engagement handoff are included

Approved reply categories / questions to escalate / client decision role

Report period and contents / open questions / review-meeting owner

End-of-engagement calendar, content and report handoff / unresolved items

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SOCIAL MEDIA MANAGEMENT / 04

QUESTIONS FOR THE SOCIAL MEDIA MANAGER

Ask each provider to explain the same workflow, including what happens when a decision is missing.

Coverage: which channel-by-task responsibilities are included or excluded?

Calendar: how are inputs, versions, reviews and publishing decisions recorded?

Accessibility: who prepares and reviews agreed media alternatives and captions?

Pauses: how are late approvals, changed versions and stop requests handled?

Community: which replies are included and what needs client escalation?

Handoff: which reports, calendars, content and open-item records are delivered?

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SOCIAL MEDIA MANAGEMENT / 05

COMPARE THE SAME MANAGEMENT WORK

Use A and B in every box. Separate recurring management from extra content or campaign work.

Provider A / B / discussion dates / shared channel-list version

Production, client inputs, accessibility outputs and exclusions - A / B

Calendar approvals, pause handling, reply boundaries and reporting - A / B

Handoff, changes, written fees, term, cancellation and unresolved questions - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai only if you choose, then start a Social Media Management request. Share non-sensitive channel and workflow needs so participating pros can compete with proposals. Compare production, approvals, publishing, response scope, reporting and fit. Availability varies.

Start a request

One request. Every pro's best offer.

Participation varies. A channel, content and workflow discussion may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/social-media-management

W3C WAI: Social media platform accessibility (official reference)

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