



Social Media Content Checklist - SOP

SOP 1: Social Media Content Scheduling

Objective: To consistently schedule approved social media content across all platforms using Buffer or Hootsuite.

Recommended Time Block: 60–90 minutes weekly (batch scheduling).

1. Prep & Access

- Log into scheduling tool (credentials stored in password manager)
- Open Social Media Content Calendar
- Confirm posts scheduled for the upcoming week

2. Upload & Format

- Download approved visuals from your cloud-based storage service you are using)
- Confirm correct dimensions per platform (Feed: 1:1 or 4:5 | Reels/Stories: 9:16)
- Upload media to scheduling tool
- Paste approved captions
- Quick grammar and tone check
- Confirm brand voice alignment

- Verify links work
- Confirm CTA is included

3. Schedule & Optimize

- Confirm correct time zone
- Use 'Best Time to Post' analytics unless specific time is listed
- Add approved hashtags
- Double-check platform selection

4. Quality Assurance (QA)

- Media preview looks correct on each platform
- Tags and mentions are accurate
- Final preview reviewed before scheduling

5. Completion

- Update Content Calendar status from 'Draft' to 'Scheduled' to 'Posted'
- Send communication notification once weekly batch is scheduled

SOP 2: Daily Social Media Engagement

Objective: To foster brand commitment by responding to community interactions promptly and authentically.

Recommended Time Block: 15–20 minutes per check-in, 2–3 times daily.

1. Monitor

- Check brand mentions across platforms
- Review new comments
- Check direct messages (DMs)
- Scan keyword alerts (if applicable)

2. Respond

- Like and reply thoughtfully to positive comments
- Answer FAQs using approved templates
- Move support issues to DM or email
- Address negative feedback professionally
- Delete only spam or policy violations

3. Proactive Engagement

- Engage with 3–5 industry posts
- Interact with active followers
- Reply to 2–3 relevant Stories

4. Escalate & Close

- Flag urgent issues to manager via agreed upon communication channel
- Remove spam or bots
- Send brief end-of-day update