

SOCIAL MEDIA WORKFLOW

AGENCY INTERNAL PROCESS & REV 2.0

CLIENT: _____

01 STRATEGY

- Content Pillar Audit
- Competitor Analysis
- Monthly Goal Setting

02 IDEATION

- Brainstorming Session
- Topic Selection
- Platform Mapping

03 PRODUCTION

- Copywriting (Drafts)
- Graphic Design/Video
- Hashtag Research

04 STAGING

- Upload to Scheduler
- Link Verification
- Tagging & Credits

INTERNAL QUALITY ASSURANCE & CLIENT APPROVAL GATE

05 DISTRIBUTION

- Final Post Scheduling
- Manual Story Posting
- Live Link Check

06 ENGAGEMENT

- Comment Management
- DM Response
- Outbound Networking

07 REPORTING

- Data Extraction
- KPI Performance Review

- Insight Generation

08 OPTIMIZATION

- Feedback Integration
- Budget Adjustments
- Archive High Performers

Notes:
