

Social Media Posting SOP

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Revision	1.0
Owner	Marketing Manager
Effective date	September 15, 2026
Review cycle	Every 12 months

1. Purpose

To publish social media content consistently and on-brand, with a clear approval step and a plan for monitoring engagement and handling problems after a post goes live.

2. Scope

Applies to planned and scheduled posts on the company's social media accounts. Paid social advertising campaigns and one-off crisis responses are covered by separate SOPs.

Definitions

Content calendar	The shared schedule showing what will be posted, on which channel, and when.
Engagement monitoring	Checking a published post for comments, messages, or mentions that need a response.

3. Responsibilities

Social Media Coordinator	Drafts posts, schedules approved content, and monitors engagement after publishing.
Marketing Manager	Approves posts before scheduling and decides how to handle a flagged comment or mention.
Graphic Designer	Creates on-brand images or video assets requested for a post.

RACI matrix

Activity	Social Media Coordinator	Marketing Manager	Graphic Designer
Plan the content calendar	R/A	C	I
Draft the post copy and request assets	R/A	I	C
Create the visual asset	C	I	R/A
Approve the post before scheduling	C	R/A	-
Monitor and respond to engagement	R/A	C	-

R = Responsible, A = Accountable, C = Consulted, I = Informed

4. Materials and PPE

Materials, tools and systems

- Content calendar
- Social media scheduling tool
- Brand and style guide
- Image or video asset library
- Approved response templates for common questions

5. Procedure

Step	Task	Owner	Done
5.1	Plan posts on the content calendar Add planned posts to the content calendar with the channel, date, and general topic at least a week ahead of publishing.	Social Media Coordinator	☐
5.2	Draft the post copy Write the post copy for the specific channel's format and audience, following the brand and style guide for tone and terminology.	Social Media Coordinator	☐
5.3	Request or select the visual asset Request a new graphic or video from the designer, or select an approved asset from the library that fits the post's message.	Graphic Designer	☐
5.4	Check facts and links in the draft Verify any statistic, quote, or claim in the post copy and test every link before submitting the post for approval. Checkpoint: Every link and factual claim in the draft is checked and working before it's submitted for approval.	Social Media Coordinator	☐
5.5	Submit the post for approval Submit the finished copy and asset together for approval, rather than approving text and image separately.	Social Media Coordinator	☐
5.6	Review and approve the post Review the post for brand fit, tone, accuracy, and appropriateness for the channel before approving it to be scheduled. Checkpoint: Every scheduled post has a documented approval from the marketing manager before it goes live.	Marketing Manager	☐
5.7	Schedule the approved post Schedule the approved post at the planned date and time using the scheduling tool, double-checking the correct account is selected.	Social Media Coordinator	☐
5.8	Confirm the post published correctly Check the live post shortly after it publishes to confirm the image, links, and formatting appear correctly on the actual channel.	Social Media Coordinator	☐
5.9	Monitor engagement after posting Check comments, messages, and mentions related to the post at set intervals during the day it publishes, and note anything needing a response.	Social Media Coordinator	☐
5.10	Respond using approved guidance Respond to routine comments and questions using the approved response templates and tone guidance, keeping replies timely and on-brand.	Social Media Coordinator	☐

Step	Task	Owner	Done
5.11	Escalate a sensitive comment or complaint Escalate a comment involving a complaint, legal concern, or reputational risk to the marketing manager rather than replying without guidance.	Marketing Manager	☐

6. Quality checks

- Every scheduled post has a documented marketing manager approval.
- Links and factual claims in posts are verified before submission.
- Published posts are checked for correct formatting shortly after going live.
- Sensitive comments are escalated rather than answered without guidance.

7. Records

- Content calendar with post status
- Approval history in the scheduling or review tool
- Engagement monitoring notes for flagged comments

8. KPIs

- Percentage of posts published on the scheduled date and time
- Average response time to comments and messages
- Engagement rate per post

9. Common mistakes

- Scheduling a post before it has documented approval.
- Posting a broken or outdated link.
- Ignoring comments after a post goes live instead of monitoring engagement.
- Replying to a sensitive complaint without checking with a manager first.

10. Revision history

Revision	Date	Description	Reviewed by
1.0	September 15, 2026	Initial release	Alexa Uskova

Approval

Prepared by	Approved by	Date

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