STANDARD OPERATING PROCEDURE

Social Media Posting SOP

Document no.	SOP-MKT-002
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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