Social Media Workload-and-Ownership Diagnostic

Team, brands covered and review period

Complete this before requesting a proposal. Use one row per recurring task, and mark each one as recurring (R) or a one-off backlog (O).

Task entry

Table 1 · Task entry

Task	Account	Owner	Weekly minutes	R or O	Single-owner dependency

> **Illustrative example**
>
> Weekly regional posts | Regional Instagram | Social coordinator | 90 | R | Yes, drafts held in legal review; two people cover six accounts

Ownership and review

Table 2 · Ownership and review

Brand or account	Owner	Final approver	Backup	Inbox owner

List each review stage, such as brand, legal or regional sign-off, and its usual turnaround.

Review stages and turnaround

Asset sources and Page access holders

Scope and next step

Accounts and platforms in use; accounts to pause

Tree outcome reached

Open agency questions

More agency questions

> **Legend**
>
> Owner: does the task. Approver: signs off. Single-owner dependency: only one person can do it.

> **Note**
>
> This worksheet helps you decide. It doesn't predict how any agency will perform, and it doesn't include prices or benchmarks.

Read the full guide: When to Outsource Social Media: A Workload Decision Tree