Social Media Workload Audit Worksheet

How to use

Log the last 30 days. Copy the entry below once for each recurring task and once for each delayed item. Record active work minutes (time spent working) separately from waiting time (the gap between request and decision). Never add the two together as labor hours.

Recurring task entry

Task

Task owner

Active work minutes

Only one person can do it

Delayed item entry

Delayed item

Missing input

Approval requested on

Decision received on

Times touched before publishing

Ownership

Day-to-day social owner

Backup owner

Final approver

Agreed review time

> **Legend**
>
> No named, authorized day-to-day owner: ownership. Inputs not ready: content inputs. Finished drafts waiting past the review time: approvals. Ready tasks exceed available hours: capacity. Platform work repeatedly needs correction or outside help: platform skills.

> **Note**
>
> This is an editorial triage aid, not a validated assessment. Several constraints can coexist. If no outcome fits, inspect your log instead of forcing a result.

> **Illustrative example**
>
> Invented values, not a benchmark: caption draft requested Mar 3, decision received Mar 7, 10 active work minutes, 4 days waiting, touched 3 times before publishing.

Handover checklist

Before any handover, write down:

- The task list.
- The approval workflow.
- The input supply schedule.
- Response expectations.
- Coverage for absences.
- The decisions that stay with the business.