Template: Content Scheduling Workflow Checklist for NGOs

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Based on Article: "NGO founders, what tool finally made social media ..."
Website: https://scaleblogger.com

A practical checklist to ensure effective content scheduling and approval processes within an NGO.

Checklist Items:

- [ ] **1. Establish a Campaign Brief**
  Create a shared document that outlines the audience, owner, publish window, and required approvers for each campaign. This document serves as the source of truth for the scheduling process.
  Reference Section: How an Approval-First Scheduling Workflow Works

- [ ] **2. Assign Named Approvers**
  Designate specific individuals responsible for approving different types of content (e.g., donor updates, campaign announcements) to ensure accountability and clarity.
  Reference Section: Why Better Scheduling Matters to NGO Founders and Lean Teams

- [ ] **3. Maintain Visible Approval History**
  Ensure that your scheduling tool provides a clear record of who approved content, when, and which version was signed off to facilitate transparency and accountability.
  Reference Section: Why Better Scheduling Matters to NGO Founders and Lean Teams

- [ ] **4. Separate Scheduling and Approval Processes**
  Ensure that content cannot be scheduled until it has received the necessary approvals to prevent miscommunication and errors in posting.
  Reference Section: How an Approval-First Scheduling Workflow Works

- [ ] **5. Confirm the Publish Window**
  Review and update the publish window in the campaign brief before scheduling to ensure alignment with the current timeline and any changes.
  Reference Section: How an Approval-First Scheduling Workflow Works

- [ ] **6. Capture Sign-Offs**
  Document all approvals in the campaign brief before proceeding to schedule to create a clear record of consent and responsibility.
  Reference Section: How an Approval-First Scheduling Workflow Works

- [ ] **7. Retrievable Published Records**
  Ensure your scheduling tool allows for easy retrieval of published content versions and approval history for accountability and reference.
  Reference Section: Why Better Scheduling Matters to NGO Founders and Lean Teams

- [ ] **8. Regularly Audit Scheduling Processes**
  Conduct periodic reviews of your scheduling workflow to identify bottlenecks or areas for improvement to enhance efficiency and effectiveness.
  Reference Section: How to Choose and Introduce a Scheduling Workflow