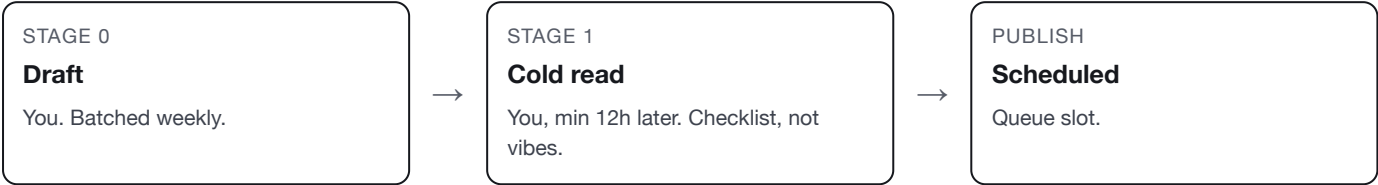


Social Media Approval Workflows: Three Diagrams + SLA Template

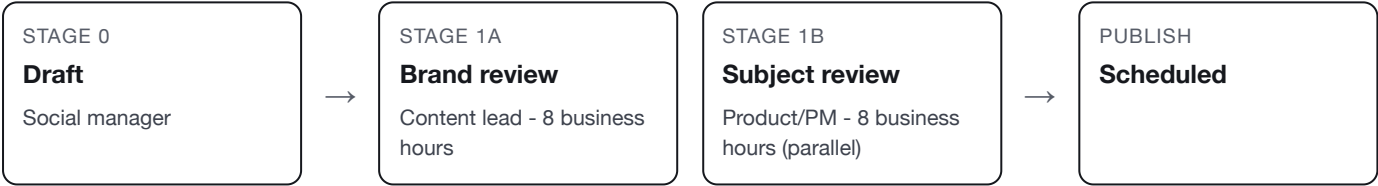
Companion to "How to Set Up a Social Media Approval Workflow" - octospark.ai

Pattern 1 - Solo freelancer or founder (1 stage)



Veto:	You.
Override:	Reactive/reply posts skip the cold read; tag them so you can review them in a weekly sweep.
Missed slot:	Roll to next slot. Evergreen content is never urgent.
SLA:	Cold read within 24h of draft, or the post auto-demotes to draft.

Pattern 2 - In-house team (2 stages, parallel)



Veto:	Content lead on brand and claims. Subject reviewer can flag factual errors only, not taste.
Override:	Head of marketing may publish unilaterally; the bypass is logged and reviewed at the weekly stand-up.
Deputy:	Every approver has a named standing deputy with equal rights, active by default.
Missed slot:	Evergreen rolls; launch-tied content auto-demotes to draft and pages the owner.

Pattern 3 - Agency with client sign-off (4 stages)



Veto:	Client on message; agency on platform mechanics and disclosure compliance.
Override:	None past compliance. Client silence past SLA = deemed approved only if the contract says so in writing.
Deputy:	Two named client approvers from day one, both with publish-capable platform roles.
Missed slot:	Dated/campaign posts expire and are killed; evergreen rolls to the next open slot.

Platform constraints that make the missed-slot policy real. Meta's Pages API requires a scheduled publish time between 10 minutes and 30 days from the request, so late approvals cannot be scheduled and calendars cannot be pre-loaded past 30 days. Instagram expires an unpublished media container after 24 hours and caps accounts at 100 API-published posts in a rolling 24-hour window.

Client Approval SLA Template

Fill one per client or per channel. Attach to the statement of work.

1. Parties and scope

Client / brand	
Channels covered	
Effective from	
Review cadence	

2. Approval matrix

STAGE	OWNER (NAMED PERSON)	SLA	VETO SCOPE
Brief			
Draft			
Internal QA			
Client review			
Compliance			
Schedule			

3. Deputies and break-glass authority

Deputy for each approver	
Break-glass approver	
Break-glass conditions	
Log destination	
Post-hoc review owner	

Every approver needs a standing deputy who is already provisioned. On LinkedIn, only a Super admin can add or remove admins; a Content admin can publish but cannot grant access, so provisioning after the fact is not possible when the Super admin is unreachable.

4. Missed-slot policy by content type

CONTENT TYPE	POLICY (DEMOTE / ROLL / EXPIRE)	NOTIFY	OWNER
Evergreen			
Campaign / dated			
Reactive / news			

5. Audit trail fields captured on every approval

- Post ID and the exact version number approved
- Name of the approving person (and their role or qualification, where regulated)
- Date and time approval was given
- Date of first use and date of last use
- Whether the approval was granted normally or via break-glass override
- Disclosure check result (paid partnership, affiliate, employee, gifted)

Broker-dealers: FINRA Rule 2210(b)(4) requires retention including the name of the approving principal and the date approval was given, for the period set by SEC Rule 17a-4(b). FINRA Notice 17-18 confirms that content, not the channel, determines what must be retained - an approval given in a chat app is still a business record.

6. Sign-off

Agency signatory	
Client signatory	
Date	

Derived from "How to Set Up a Social Media Approval Workflow" at octospark.ai/blog/social-media-approval-workflow. Verify platform rules against the official documentation before relying on them; APIs change.