

Company Name: _____

Administrative Forms & Logs

Date: _____

Log ID: _____

Version: 1.0

Social Media Content Calendar

1.0 Form Objective & Scope

This form is used to track and approve all social media posts scheduled for corporate channels. It ensures that every piece of content aligns with the company's brand guidelines, messaging strategy, and regulatory requirements before publication.

This log satisfies the Corporate Communications Policy requirement for documented pre-approval of external-facing content and provides an audit trail for compliance reviews.

2.0 Administrative Details

Submission Date: _____

Department / Team: _____

Campaign / Project Name: _____

Social Media Platform(s): _____

Content Creator / Submitter Name: _____

3.0 Compliance & Review Matrix

☐ Pass ☐ Fail - All digital assets (images, videos, graphics) have been reviewed for copyright and licensing compliance.

☐ Pass ☐ Fail - Messaging aligns with core company values, tone guidelines, and brand voice.

☐ Pass ☐ Fail - Post does not contain confidential, proprietary, or sensitive information.

☐ Pass ☐ Fail - All links and URLs are functional and direct to approved destinations.

☐ Pass ☐ Fail - Hashtags, mentions, and tags are accurate and approved by the marketing team.

☐ Pass ☐ Fail - Content complies with applicable advertising standards and regulatory requirements (e.g., CASL, ASA).

☐ Pass ☐ Fail - Post includes appropriate disclaimers or disclosures where required (e.g., sponsored content).

☐ Pass ☐ Fail - Visual assets meet resolution and format specifications for the target platform.

☐ Pass ☐ Fail - Post has been reviewed for accessibility (alt text, captions, readable fonts).

☐ Pass ☐ Fail - Scheduled date/time aligns with the campaign calendar and does not conflict with other major posts.

4.0 Scheduling & Asset Details

Scheduled Publication Date/Time: _____

Post Copy / Caption: _____

Asset Link / File Name: _____

Target Audience / Segment: _____

Call to Action (CTA): _____

Tracking UTM Parameters (if applicable): _____

5.0 Sign-off & Authorization

Content Creator / Submitter Signature: _____ Date: _____

Communications Manager / Approver Signature: _____ Date: _____

Legal / Compliance Review (if required) Signature: _____ Date: _____

Regulatory Disclaimer: This document is a generic administrative form provided for educational purposes.