CLIENT RESOURCES / EVERY SERVICE

Management Checklist

For ongoing content, publishing or advertising support. Confirm the plan before work starts.

Business / project

Contact name

- [ ] **Channels and profiles**
  Links to the accounts, pages or platforms included in the agreed plan.
- [ ] **Publishing access**
  The administrator who can grant the needed role or permissions. Do not send passwords.
- [ ] **Content plan**
  Your upcoming priorities, promotions, products, services and available materials.
- [ ] **Brand preferences**
  Your preferred tone, required contact details and any content or topics to avoid.
- [ ] **Dates and frequency**
  Start date, time zone, key events and the agreed posting or campaign schedule.
- [ ] **Approval contact**
  Who approves drafts, how feedback will be shared and the planned review timing.
- [ ] **Advertising scope**
  If advertising is included, confirm the objective, approved spend and campaign dates.
- [ ] **Enquiries and reporting**
  Who receives enquiries, what support is included and the agreed reporting schedule.

Notes or shared folder link