

SOCIAL MEDIA MANAGEMENT

Platform Posting Schedule Designer

A schedule derived from what a client can actually sustain, rather than prescribed from a benchmark. The variable that kills accounts is capacity, and almost no posting-frequency guide asks about it.

THE DECISION THIS TEMPLATE PROTECTS

What cadence this client can hold for a year without the quality collapsing.

ROLE

Social Media Management

COURSE PLACEMENT

**Main Course Module 3 ·
Channel and format
strategy**

REVISION

**Version 1.0
Current as of 19 August
2026**

Work the five steps in order and do not skip step three. The market is full of best-time-to-post templates; they optimise a variable ranking systems have largely absorbed while ignoring the one that actually determines whether an account is still alive in November. Derive the cadence, then halve your first instinct, then commit.

BEFORE YOU START, YOU NEED

- An honest audit of who produces the content and how many hours they have.
- Approval turnaround times, measured rather than assumed.
- The client's willingness to leave a platform.

01 Step one · What each platform is for

One job per platform. A platform without a job is on the list because a competitor is on it, which is not a reason.

PLATFORM	JOB	WHO WE ARE TRYING TO REACH	KEEP OR DROP

Most clients are on two platforms too many. Recommending a withdrawal is uncomfortable and it is usually the most valuable thing in the plan.

02 Step two · Format to job fit

PLATFORM	FORMATS THAT SERVE THE JOB	FORMATS WE WILL NOT USE	WHY

03 Step three · The capacity ceiling

This is the number that sets the cadence. Not the benchmark, not the competitor, not what the client hoped for.

INPUT	HONEST NUMBER	SOURCE OF THE NUMBER
Hours of subject-matter expert time per month		
Production hours per week available		
Design or edit capacity per week		

INPUT	HONEST NUMBER	SOURCE OF THE NUMBER
Approval turnaround, measured		
Budget for paid production per month		
Topics currently in the bank		

TOTAL SUSTAINABLE OUTPUT PER WEEK, ACROSS ALL PLATFORMS

One number. Everything below allocates it.

04 Step four · Cadence, derived

PLATFORM	JOB PRIORITY	SHARE OF CAPACITY	POSTS PER WEEK	FORMAT MIX

Consider the unfashionable option explicitly: fewer platforms at a higher standard. It is almost always the better answer and it is almost never proposed, because it looks like less work.

05 Step five · The sustainability stress test

Could this run for twenty-six weeks through a holiday period, a product launch and a key person leaving?

STRESS	WHAT HAPPENS TO THE SCHEDULE	MITIGATION
Festival period or holiday shutdown		
A launch consuming the whole team		

STRESS	WHAT HAPPENS TO THE SCHEDULE	MITIGATION
The main content producer leaves		
Approval slows to a fortnight		
Budget cut by a third		

IF IT FAILS THE STRESS TEST, THE REVISED CADENCE

06 Decay and reuse policy

CONTENT TYPE	REUSE AFTER	HOW IT CHANGES ON REUSE	RETIRE AFTER

07 Review gate

AT DAY 90, WHAT WOULD TELL US TO INCREASE, HOLD, REDUCE OR WITHDRAW FROM A PLATFORM

JUDGMENT PROMPTS

1. Which platform is on the list out of habit rather than reasoning?

2. If the client's capacity halved next month, what is the first thing you would cut, and why has it not already been cut?

3. Have you built a schedule, or a wish?

4. Would you rather post four times a week at a standard nobody notices, or once at a standard people remember?

WHAT THIS TEMPLATE WILL NOT DO FOR YOU

- It will not tell you the best time to post. That advice is worth much less than the industry implies and it changes constantly.
- It cannot create capacity. Where a client has none, the honest recommendation is fewer platforms or none.
- It does not cover paid amplification, which is a separate budget and a separate plan.

THE DEFENSIBLE OUTPUT

A one-page schedule with the derivation attached. The rationale is what makes it defensible to a client who has read a blog post recommending daily posting.

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This template is published open. Copy it, adapt it, use it on client work. If you pass it on, keep this line on it.

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