# DELEGATION EXAMPLE: SOCIAL MEDIA CALENDAR MANAGEMENT

## SCENARIO

A Marketing Manager delegates daily social media tasks to a capable Marketing Assistant.

## TASK

Manage the weekly LinkedIn and Twitter content calendar.

## AUTHORITY

Draft posts using approved themes, choose visuals, schedule content via Hootsuite/Buffer, respond to basic comments, and suggest new post ideas for approval.

## EXPECTED OUTCOME

Consistent, campaign-aligned social media activity, scheduled 3+ days ahead, with improved engagement over the quarter.

## WHY IT'S DELEGATION

The assistant exercises judgment in content creation and engagement, not just performing routine tasks.