Quarterly review — what the house got back

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14 h a month · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The gains are measured on the communications officer's time record and on the statistics of the three networks**, not estimated.

The result that matters to the house

Indicator	Before	After one quarter
Posts planned per month	12	12
Posts actually published	**7**	**12**
Cumulative monthly reach	Base 100	**+41 %**

The three areas the house was measuring

Area	Before	With the agent	What stays with a human

Deriving a post for 3 networks	**55 % of the time of a post**	**16 %**	The review
Keeping the weekly calendar	**40 % of Monday morning**	**10 %**	Three drafts to read
Scheduling approved posts	**20 % of Thursday**	**6 %**	The approval click

Translated into hours	Value	Where they went
Time given back per month	**about 14 h**	**More than four weeks across the year (168 h, 35-hour basis) — moved onto events and corporate orders**

The figure the agent publishes about itself

Measurement	Value	Explanation	What is done
Drafts rewritten by more than half	**27 of 148 — 18 %**	**19 of the 27 are LinkedIn posts: 22 posts of history against 140 on Instagram**	**3 approved LinkedIn posts are enough to rebuild the template**
Effect of the fix where it was applied	**24 % then 7 % in five weeks**	Facebook template rebuilt the same way	Same fix on LinkedIn

> **A template is thin where the history is.** That isn't a limit of the method, it is a question of material — and three approved posts close the gap.

The measurement the house didn't have

Indicator	Quarter	How it is obtained
Posts published without a named approval	**0 of 148 logged approvals**	**Not a setting: the agent holds no direct publishing rights**

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Network whose template still needs strengthening, and reference posts to supply:

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