



Scheduling log — who approved what

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One line per post · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **No post goes out without a named, dated approval.** The log exists to answer, six months later, “who wrote this?” — **and the answer is never “the tool”.**

What the log records for every post

Data point	Example	What it is for
Exact version of the text that went out	v3, 812 characters	Find what was published, not what was written
Approver	Communications officer	A named person, never a generic role
Time of approval	Wednesday 4:12 pm	Separate the decision from the broadcast
Time of publication	Thursday 9:00 am	Cross-check against observed reach
Template and network	Tip · LinkedIn	Feeds the review by template

The checks made before every scheduling

Check	What it prevents
The link responds	A dead link on publication day
The preview shows the right image	A thumbnail inherited from an old page
The alt text is in place	A post unreadable by a screen reader
No other post on the same network within 2 hours	Two posts taking reach from each other

The only two moves the agent makes without asking

Move	Why	Reversible
Push a post back 30 minutes if another goes out on the same network	Protects the reach of both	Yes — and it switches off with one word
Suspend the queue if a network returns an access error	A post that fails in silence is worse than a post that never went out: you believe you have communicated	Yes — the queue resumes on your word

Everything else waits for a decision. And the reverse holds too: **a freeze is not a deletion.** What is suspended stays in the calendar and returns to its slot on the thaw — the Friday 8:12 am episode suspended **14 drafts and 3 scheduled posts in 40 seconds**, all of them back intact on the Monday.

The time moved

Area	Before	With the agent	What stays with a human
Scheduling approved posts	20 % of Thursday	6 %	The approval click

Automatic freeze rule adopted by the house: _____

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