

FREE ACKPOST TEMPLATE

Content Approval Workflow

A three-tier approval system with rejection protocol, backup approvers, and emergency publish override rules.

TYPE

Workflow

CATEGORY

Approvals

BEST FOR

Teams with review gates

What this includes

Tier 1 review

Tier 2 approval

Emergency publish

Rejection notes

Approval tiers

Tier 1 checks grammar, brand voice, and creative fit. Tier 2 checks campaign context, legal or client requirements, and final readiness. Tier 3 is used only for sensitive posts.

Rejection protocol

Every rejection needs a reason, owner, and next step. Vague feedback slows the queue and creates repeated mistakes.

Emergency publish

Allow trusted owners to override when the business requires speed, but require a reason and keep the override in the audit log.

How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.