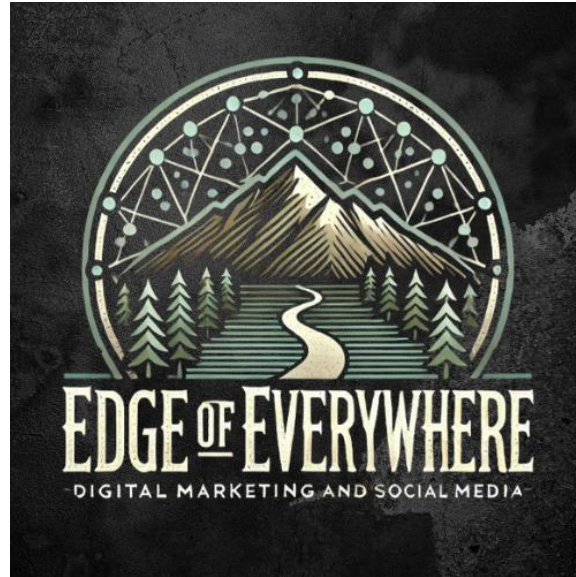




DIY or Delegate?

Quick Workbook to Decide If Social Media Management Is Right for You

Do I Need a Social Media Manager?

- ☐ I spend more than 5 hours a week creating content.
- ☐ I struggle to stay consistent with posting.
- ☐ I don't regularly analyze my social metrics.
- ☐ I feel overwhelmed by platform changes.
- ☐ I want my online presence to look professional.
- ☐ Engaging with comments/messages steals time from core work.
- ☐ I don't have a documented content strategy.
- ☐ I'm not sure which platforms are worth my time.
- ☐ Designing graphics takes me too long.
- ☐ I want to focus on running my business, not social media.

✓ If you checked 5 or more, it's time to think about delegating!

Weekly Social Media Time Tracker

Track how much time you spend on the following tasks in a typical week:

Task	Hours Spent
Content Planning	
Writing Captions	
Designing Graphics	
Scheduling Posts	
Engaging (Comments/DMs)	
Analyzing Insights	
Learning/Research	

Total Hours: _____

Track your time for one week to see if outsourcing could save you hours.

Your Results & Next Steps

If you checked 5 or more boxes on the Checklist OR spend over 5 hours weekly on socials, you're primed to save time—and sanity—by delegating.

Need a hand? Edge of Everywhere offers flexible setups: strategy sessions, monthly management, and one-off audits. Not ready yet? No worries—use the space below to jot your immediate action items.

Notes:

Ready to chat? Email me: kharrigan@eoe-marketing.com