* Plan *(content manager, \_\_\_days before publish)*
  + Topic and angle *(blog manager, \_\_days before publish)*
  + (Approve plan) *(marketing manager, \_\_ days before publish)*
* Keyword Research *(blog manager, \_\_ days before publish)*
  + (Approve script) *(marketing manager, \_\_ days before publish)*
* Outline *(writer, \_\_ days before publish)*
  + Review with (name of blog manager) *(writer, \_\_ days before publish)*
  + Edit Outline *(writer, \_\_ days before publish)*
  + (Approve outline) *(blog manager,  \_\_ days before publish)*
* Write Rough Draft *(writer, \_\_ days before publish)*
  + Edit rough draft *(blog manager or editor, \_\_ days before publish)*
  + Rework draft *(writer, \_\_ days before publish)*
  + Edit rough draft again *(blog manager or editor, \_\_ days before publish)*
  + (Approve draft) *(blog manager, \_\_ days before publish)*
* Design
  + Send post to designers to read *(blog manager, \_\_ days before publish)*
  + Design graphics and animations *(Designer, \_\_ days before publish)*
  + Edit graphics and animations *(Design Manager, \_\_ days before publish)*
  + Re-work edits into graphics and animations *(Designer, \_\_ days before publish)*
  + (Approve graphics and animations) *(Designer Manager, \_\_ days before publish)*
* Final blog approval *(blog manager, \_\_ days before publish)*
* Upload blog post to publishing platform *(blog manager, \_\_ days before publish)*
* Create promotion plan *(Social Media Specialist, \_\_ days before publish)*
  + (approval) *(social media manager, \_\_ days before publish)*
* Publish *(blog manager, \_\_ days before publish)*