* Plan *(content manager, \_\_\_days before publish)*
  + Topic and angle, storyboard *(videographer, \_\_days before publish)*
  + (Approve plan) *(marketing manager, \_\_ days before publish)*
* Write script *(writer, \_\_ days before publish)*
  + (Approve script) *(editor, \_\_ days before publish)*
* Design
  + Record/Film *(videograher, \_\_ days before publish)*
  + Graphics/animation *(designer, \_\_ days before publish)*
  + (Approve design) *(video manager/design manager,  \_\_ days before publish)*
* Edit *(content manager, \_\_ days before publish)*
  + (Approve video) *(marketing manager, \_\_ days before publish)*
* Packaging
  + Blog post, YouTube, etc.  *(social media specialist, \_\_ days before publish)*
  + (Approve) (*social media manager, \_\_ days before publish)*
* Promotion *(social media specialist, \_\_ days before publish)*
  + (approval) *(social media manager, \_\_ days before publish)*
* *Publish (social media specialist, \_\_ days before publish)*