* Plan *(Content manager, \_\_\_days before publish)*
  + Topic and channels *(Social media manager, \_\_days before publish)*
  + (Approve plan) *(Marketing manager, \_\_ days before publish)*
* Write Rough Draft of Messages *(Social media specialist, \_\_ days before publish)*
  + Edit rough draft *(Social media manager, \_\_ days before publish)*
  + Rework draft *(Social media specialist, \_\_ days before publish)*
  + Edit rough draft again *(Social media manager, \_\_ days before publish)*
  + (Approve draft) *(Social media manager, \_\_ days before publish)*
* Design
  + Send messages to designers to read *(Social media 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 message approval *(Social media manager, \_\_ days before publish)*
* Upload messages to publishing platform *(Social media specialist, \_\_ days before publish)*
* Publish *(Social media manager, \_\_ days before publish)*