

2-3 WEEKS PRIOR		1 WEEK PRIOR	
<p>50% deposit paid + contract signed</p> <p>Questionnaire sent, client added to Trello project + calendar</p> <p>Questionnaire completed + submitted</p>		<p>Give access to social media accounts under agreement using Facebook Business Manager</p> <p>Plan content categories + create mood board</p> <p>Approve categories, aesthetic + provide week 1's images for personal categories</p> <p>Curate week 1's content + add to Trello Board</p>	
WEEK 1	WEEK 2	WEEK 3	WEEK 4
<p>Schedule posts for the week</p> <p>Research + engage with target audience</p> <p>Provide images for week 2's personal categories</p> <p>Curate week 2's content + add to Trello Board</p>	<p>Send previous week's analytics report</p> <p>Schedule posts for the week</p> <p>Research + engage with target audience</p> <p>Provide images for week 3's personal categories</p> <p>Curate week 3's content + add to Trello Board</p>	<p>Send previous week's analytics report</p> <p>Schedule posts for the week</p> <p>Research + engage with target audience</p> <p>Provide images for week 4's personal categories</p> <p>Curate week 4's content + add to Trello Board</p>	<p>Send previous week's analytics report</p> <p>Schedule posts for the week</p> <p>Research + engage with target audience</p> <p>Review account growth</p> <p>Provide images for next week's personal categories (for monthly clients)</p>

### Client Responsibilities

Client must have a Facebook Business Manager account and provide designer with editing access.

Client must provide personal and product images/videos where stock imagery can't be used.

### Analytics + Scheduling

Weekly analytic reports will be provided from each social network as well as posting applications.

Post frequency depends on the social network, but posts will be scheduled daily. Times are based on research and industry.

### Contact Info + Business Hours

Mon-Fri 9:30a-4:00p  
(UTC-4 or -5)

latesha@lateshalynch.com  
(returned within 24 hrs)