



TIMELINE & PROCESS | SOCIAL MEDIA DESIGN & DEVELOPMENT

3-4 WEEKS PRIOR

50% deposit invoice paid + project contract signed

Project scheduled, added to calendar + questionnaire sent

Commence filling out project questionnaire

WEEK 1	WEEK 2	WEEK 3	WEEK 4
<p>Questionnaire due Monday morning</p> <p>Create Social Media design direction</p> <p>Sign off or provide feedback on the design direction</p> <p>Begin Social Media concept drafting</p>	<p>Social Media concepts sent for review</p> <p>Feedback provided after 3 business days</p> <p>Concepts are refined based on feedback</p> <p>Social Media concepts sent for review</p>	<p>Final approval for concepts (or further refinement rounds purchased)</p> <p>Social Media Brand Package created</p> <p>Social Media Brand Package sent for review</p>	<p>Final approval for Social Media Brand Package</p> <p>Social Media Guidelines Document created</p> <p>Final payment made</p> <p>All Brand Package files are released</p> <p>Celebration!</p>

■ YOU - THE CLIENT ■ RUBYONYX

Timezones and Weekends/Holidays

RubyOnyx will never expect you to work or answer emails on a weekend or holiday, and even if we reply to you on a working day in our timezone, you can answer the next business day in your timezone.

Refinement Rounds

There is 1 round of feedback included in this project timeline. To stay on schedule, feedback needs to be made within a maximum of 3 days to ensure you get the full amount of feedback time if it's needed.

Rushed, Delayed or Past Deadline Changes

Any part of the project that needs to be rushed, delayed or falls outside of the allotted project timeline will be made at my hourly rate or quoted for separately.