**HW #2.2: Task Schedule/Estimation**

### **Phase 1: Initiation (1-2 Months)**

* Project Charter Development
* Project Team Formation
* Stakeholder Identification and Communication Plan
* Risk Assessment and Mitigation Planning

### **Phase 2: Planning (2 Months)**

* Define Project Scope and Objectives
* Develop Project Work Breakdown Structure (WBS)
* Create Detailed Task Schedule and Resource Allocation
* Develop Communication Plan
* Develop Project Management Plan
* Develop Quality Management Plan
* Develop Change Management Plan

### **Phase 3: Implementation (2 Months)**

* Content Creation and Development
* Social Media Platform Setup and Optimization
* Social Media Advertising Campaign Setup
* Content Scheduling and Distribution
* Performance Monitoring and Analysis

### **Phase 4: Monitoring and Control (3 Months)**

* Performance Measurement and Reporting
* Risk Monitoring and Management
* Change Control
* Quality Assurance
* Stakeholder Management

### **Phase 5: Closing (4 Months)**

* Project Evaluation and Documentation
* Knowledge Transfer
* Final Report and Presentation
* Project Closure