**RESPONSIBILITY ASSIGNMENT MATRIX**

Key Roles and Responsibilities

1. Project Manager

Ensure the overall success of the social media marketing project by planning, coordinating, and evaluating all activities and deliverables.

2. Social Media Specialist

Implement and manage the social media marketing strategy, including content scheduling, platform optimization, and audience engagement.

3. Content Creator

Develop and produce engaging, high-quality content that aligns with the brand’s voice and meets the project’s objectives.

4. Analytics Specialist

Track, analyze, and report on social media metrics to provide insights and recommendations for improving strategy and performance.

5. Graphic Designer

Create visually appealing graphics and designs that maintain brand consistency and enhance the impact of social media content.

6. Customer Support

Engage with the audience by responding to inquiries and comments, ensuring a positive community experience and gathering feedback.

7. Stakeholders

Provide strategic input, approve plans and significant content, and stay informed about the project's progress and outcomes.

| **Task** | **Project Manager** | **Social Media Specialist** | **Content Creator** | **Analytics Specialist** | **Graphic Designer** | **Customer Support** | **Stakeholders** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1. Project Planning** | R | A | C | I | I | I | C |
| a. Define project scope and objectives | R | A | I | I | I | I | C |
| b. Identify target audience | R | A | C | I | I | I | C |
| c. Develop social media marketing strategy | R | A | C | I | I | I | C |
| d. Establish timeline and allocate resources | R | A | I | I | I | I | C |
| **2. Design & Development** | R | A | C | I | A | I | C |
| a. Create content calendar | R | A | C | I | I | I | C |
| b. Design engaging content | R | A | C | I | A | I | C |
| c. Ensure branding consistency | R | A | C | I | A | I | C |
| d. Develop and optimize profiles | R | A | C | I | A | I | C |
| **3. Procurement** | R | A | I | I | I | I | C |
| a. Select social media platforms | R | A | I | I | I | I | C |
| b. Acquire tools/software | R | A | I | I | I | I | C |
| c. Source influencers/collaborators | R | A | C | I | I | I | C |
| d. Budget allocation | R | A | I | I | I | I | C |
| **4. Construction/Implementation** | R | A | C | I | A | I | C |
| a. Set up and optimize profiles | R | A | C | I | A | I | C |
| b. Schedule and publish content | R | A | C | I | A | I | C |
| c. Implement advertising campaigns | R | A | C | I | I | I | C |
| d. Engage with the audience | R | A | C | I | I | A | C |
| **5. Testing** | R | A | C | A | I | I | C |
| a. Conduct A/B testing | R | A | C | A | I | I | C |
| b. Test advertising strategies | R | A | C | A | I | I | C |
| c. Verify analytics tracking | R | A | I | A | I | I | C |
| d. Review content for quality | R | A | C | I | I | I | C |
| **6. Operation & Maintenance** | R | A | C | I | I | A | C |
| a. Update content and profiles | R | A | C | I | I | A | C |
| b. Monitor social media channels | R | A | C | I | I | A | C |
| c. Respond to inquiries/comments | R | A | C | I | I | A | C |
| d. Ensure continuous engagement | R | A | C | I | I | A | C |
| **7. Communication & Documentation** | R | A | C | I | I | I | C |
| a. Maintain team communication | R | A | C | I | I | I | C |
| b. Document strategies and results | R | A | C | I | I | I | C |
| c. Prepare performance reports | R | A | C | A | I | I | C |
| d. Ensure content compliance | R | A | C | I | I | I | C |
| **8. Emergency Preparedness & Response** | R | A | C | I | I | A | C |
| a. Develop crisis management plan | R | A | C | I | I | A | C |
| b. Train team for crisis response | R | A | C | I | I | A | C |
| c. Establish rapid response protocols | R | A | C | I | I | A | C |
| d. Monitor and address potential issues | R | A | C | I | I | A | C |
| **9. Performance Evaluation** | R | A | C | A | I | I | C |
| a. Track KPIs and metrics | R | A | C | A | I | I | C |
| b. Generate performance reports | R | A | C | A | I | I | C |
| c. Analyze data for trends | R | A | C | A | I | I | C |
| d. Compare performance to goals | R | A | C | A | I | I | C |
| **10. Continual Improvement** | R | A | C | I | I | I | C |
| a. Review and refine strategies | R | A | C | I | I | I | C |
| b. Incorporate feedback and updates | R | A | C | I | I | I | C |
| c. Stay updated with trends | R | A | C | I | I | I | C |
| d. Implement new tools and techniques | R | A | C | I | I | I | C |

**Note:**  
**R**: Responsible - The person who does the work to achieve the task.

**A**: Accountable - The person who is ultimately answerable for the correct and thorough completion of the task.

**C**: Consulted - The people who provide information for the project and with whom there is two-way communication.

**I**: Informed - The people who are kept informed of progress and with whom there is one-way communication.