### **Quality Checklist/Test Plan**

#### **1. Project Planning**

a. Define project scope, objectives, and key performance indicators (KPIs).

b. Identify the target audience and their preferences.

c. Develop a comprehensive social media marketing strategy.

d. Establish a timeline and allocate resources.

#### **2. Design & Development**

a. Create a content calendar with key dates (enrollment periods, exam dates, holidays).

b. Design engaging and relevant content (blogs, videos, infographics, testimonials).

c. Ensure branding consistency across all platforms (logos, color schemes, bios).

d. Develop social media profiles and optimize for searchability.

**3. Procurement**

a. Select appropriate social media platforms (Facebook, Twitter, LinkedIn, Instagram, YouTube).

b. Acquire necessary tools and software for content creation and analytics (e.g., Canva, Hootsuite).

c. Source influencers and collaborators for partnerships.

d. Budget allocation for advertising and promotions.

#### **4. Construction/Implementation**

a. Set up and optimize social media profiles.

b. Schedule and publish content according to the content calendar.

c. Implement social media advertising campaigns.

d. Monitor and engage with the audience actively.

#### **5. Testing**

a. Conduct A/B testing on different content types and formats.

b. Test advertising campaigns to identify the most effective strategies.

c. Verify analytics tools are accurately tracking metrics.

d. Review content for quality and relevance.

#### **6. Operation & Maintenance**

a. Regularly update content and profiles to keep them fresh and relevant.

b. Monitor social media channels for comments, messages, and mentions.

c. Respond to inquiries and comments promptly.

d. Ensure continuous engagement and community management.

#### **7. Communication & Documentation**

a. Maintain clear and consistent communication with the team and stakeholders.

b. Document all strategies, plans, and results for future reference.

c. Prepare detailed reports on campaign performance and KPIs.

d. Ensure all content respects copyright and intellectual property rights.

#### **8. Emergency Preparedness & Response**

a. Develop a crisis management plan for social media issues.

b. Train team members on how to handle negative feedback and crises.

c. Establish protocols for rapid response to emergencies.

d. Monitor social media for potential issues and address them proactively.

#### **9. Performance Evaluation**

a. Track KPIs and metrics regularly (weekly, monthly).

b. Generate detailed reports on campaign performance.

c. Analyze data to identify trends, successes, and areas for improvement.

d. Compare performance against benchmarks and goals.

#### **10. Continual Improvement**

a. Review and refine social media strategies based on performance data.

b. Incorporate feedback from team members and stakeholders.

c. Stay updated with the latest social media trends and best practices.

d. Implement new tools and techniques to enhance social media marketing efforts.