

The social media management contract

SOCIAL MEDIA MANAGEMENT AGREEMENT

Client: Copperline Climbing, two bouldering gyms in Columbus, Ohio

Between [your agency] (the Agency) and Copperline Climbing LLC (the Client)

Dated: _____

1. WHAT THIS AGREEMENT COVERS

1.1 This agreement covers the monthly social media work described in section 3, on the accounts named in schedule A, and nothing else.

1.2 Anything the Client asks for that section 3 does not name is extra work, priced under section 6.

2. TERM

2.1 This agreement starts on the date in schedule B and runs for six months.

2.2 After six months it continues month to month until either side gives 30 days' written notice.

3. THE MONTHLY WORK

3.1 Sixteen feed posts a month, each published to the Client's Instagram and Facebook accounts.

3.2 Six short videos (Reels) a month, each up to 45 seconds long.

3.3 Twelve stories a month.

3.4 One half-day shoot a month at one Copperline gym, on a date agreed by the 15th of the previous month.

3.5 Replies to comments and direct messages on Instagram and Facebook, within the hours in section 5.

3.6 One report a month, of up to two pages, by the fifth business day of the following month.

3.7 Paid advertising, boosted posts, influencer outreach and any platform not named in schedule A are not part of this work.

4. THE CONTENT CALENDAR AND APPROVALS

4.1 The Agency sends the next month's calendar, with every post written and designed, by the 20th of each month.

4.2 The approver named in schedule C approves each post or asks for changes by the 25th. One round of changes per post is included.

4.3 A post that is not approved two business days before its scheduled date is not published, and counts as delivered for that month.

4.4 Posts held back under 4.3 do not carry into the following month. The Agency publishes one later only if the approver books it as an extra post under 6.1.

4.5 A post the Client asks to change after approving it, or asks for with fewer than three business days' notice, is charged under 6.5 or 6.6.

5. HOURS

5.1 The Agency answers comments and direct messages Monday to Friday, 9:00 to 17:30 Eastern time, excluding US federal holidays, within four business hours of their arrival.

5.2 Outside those hours the Agency does not monitor the accounts, and anything posted to them is answered from the next business morning.

5.3 For an urgent issue outside those hours, the approver or the deputy named in schedule C may call the number in schedule D. Work started on that call is charged under 6.7.

5.4 The Agency moderates comments under the rules in schedule E, and asks the approver before hiding or deleting anything those rules do not cover.

6. RATES FOR EXTRA WORK

6.1 Each feed post beyond the sixteen in 3.1: \$160.

6.2 Each short video beyond the six in 3.2: \$340.

6.3 Each additional platform: \$1,050 a month, starting on the first day of the month after it is approved.

6.4 Each shoot beyond the one in 3.4: \$1,150 per half day.

6.5 Each further round of changes to a post after 4.2: \$70.

6.6 Each post requested or changed with fewer than three business days' notice: \$95, on top of any other rate in this section.

6.7 Work outside the hours in 5.1: \$195 per hour, with a minimum of one hour per call.

6.8 Extra work is approved in writing by the approver named in schedule C before it starts, except work started on a call under 5.3.

7. FEE AND PAYMENT

7.1 The fee for the work in section 3 is \$3,450 a month.

7.2 The Agency invoices the monthly fee on the first of each month, in advance, and extra work under section 6 at the end of the month it was done.

7.3 Invoices are payable within 14 days.

7.4 Where the Client runs ads, the Client pays the platform directly, and no advertising spend passes through the Agency.

8. ACCOUNTS AND ACCESS

8.1 The Client owns every account named in schedule A, and the Agency will not open an account for the Client in its own name.

8.2 The Client gives the Agency access as a partner in its Meta business portfolio, or through a named role, rather than by sharing a password.

8.3 Within two business days of this agreement ending, the Agency removes its own access and confirms that in writing.

8.4 Within ten business days of it ending, the Agency hands over any calendar already approved and the raw footage and images from the shoots in 3.4.

9. CONTENT AND OWNERSHIP

9.1 Posts, videos, captions and images made under this agreement become the Client's once the invoice for that month is paid.

9.2 Music, fonts and stock material used under a platform's own library or the Agency's subscriptions stay under those licenses.

9.3 The Agency may show published work in its portfolio unless the Client says otherwise in writing.

9.4 The Agency does not promise any number of followers, any engagement rate or any sales figure.

10. CONFIDENTIALITY AND LIABILITY

10.1 Each side keeps the other's confidential information to itself, including login details, member data and unpublished plans, during this agreement and for two years after it.

10.2 Neither side is liable to the other for more than the fees paid in the three months before a claim, and neither is liable for the other's lost profit or lost business.

10.3 The Agency is an independent contractor and is responsible for its own taxes, insurance and equipment.

11. ENDING THE AGREEMENT

11.1 During the first six months, either side may end this agreement on 30 days' written notice if the other breaks it and does not put that right within 14 days of being told.

11.2 When the agreement ends, the Client pays the monthly fee to the end of the notice period and any extra work already approved.

12. SIGNATURES

12.1 This agreement takes effect once both signatures below are dated.

For Copperline Climbing LLC: _____ Date: _____

For [your agency]: _____ Date: _____

Schedule A, the accounts covered: _____

Schedule B, the start date: _____

Schedule C, the approver for posts and extra work, and the deputy: _____

Schedule D, the after-hours number: _____

Schedule E, the moderation rules: _____