

## Scope of Work: Social Media Management

This Scope of Work ("**SOW**") dated {{order\_date}} ("**SOW Effective Date**") is entered into by and between {{billing\_company}} ("**Client**"), and MARC Strategies, Inc., d.b.a. Fly Pages, a Missouri corporation (the "**Agency**") and is entered into under the Master Services Agreement dated {{order\_date}} (the "**Agreement**") between Agency and Client as Exhibit A thereto. Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Agreement.

Client agrees that they are hiring Agency for the following SOW on behalf of Client.

- Agency will provide Client social media posts as outlined in this SOW on their designated social media platform(s) via a monthly content calendar (referred to herein as "**Monthly Content Calendar**") for a minimum of three (3) consecutive months. Monthly social media post services under this SOW will auto-renew on a month-to-month basis. This SOW may be terminated following the initial 3-month contract period as outlined in the Master Service Agreement.
- Agency will work with a member of Client's team via our standard submission request process to include monthly relevant topics into Client's Monthly Content Calendar such as updates, news, event information, promotions, programming, etc. Submission scope and process is as follows:
  - 1x/month Agency account manager sends email to Client for Client's desired post requests for the upcoming month.
  - Upcoming month's posts are emailed to the Client via the Monthly Content Calendar by Agency for review and approval.
  - Client is entitled to one aggregate round of minor revisions to be submitted via email to designated Agency contact.
  - Agency makes Client's aggregate requested revisions (that are within scope) and emails Client for final Monthly Content Calendar approval.
    - Revisions will be made within 1 - 2 business days upon receipt.
  - Agency schedules posts as approved in Monthly Content Calendar.
- Agency will research, create, and schedule two (2) to seven (7) posts per the contracted weekly schedule on up to two designated social media platforms as indicated in the Client's shopping cart selection.
  - Monthly Content Calendar will be created and scheduled in advance of each month with Client approval.
    - Client must provide admin or editor access to designated social media platforms to initiate work.
  - Agency created Monthly Content Calendar will only be scheduled to Client's designated two social media platforms with Client approval.
    - If Agency does not receive Client approval in advance of scheduling and posting date, Client agrees that unapproved posts will not be published to their designated social media platforms and that post(s) will be skipped in the monthly content calendar.
    - Client will not be issued a credit for unapproved or skipped posts.
    - Agency agrees it will make all reasonable efforts to work with Client to get approvals.
  - Agency will recommend a sponsored or boosted post strategy as needed. Posts will not be sponsored or boosted without Client approval.
    - Client must provide or enter directly into their designated social media platform, Client's designated credit card for sponsored or boosted post charges from social platform. Agency will not provide Agency credit card for client reimbursement of charges.
  - Additional post requests outside of contracted weekly scope can be created and billed at \$75 / hour with written Client request and approval.
- Monthly Content Calendar will include any Client provided photos or video as requested into the contracted content calendar. Stock photos can be purchased for Agency reimbursement with client approval.
- Agency will create Client branded images for all applicable posts when necessary. (Image creation does not include taking photography for Client. Agency will leverage royalty- free stock photography for Client branded images.)
- Agency will provide ongoing review/evaluation of optimal posting days and times.
- Agency will provide pro-active management of your designated social media pages. Frequency of page management is equivalent to the contracted times per week Agency is retained to create posts. For example, if Client selects 3 times per week for post creation, Agency will actively manage Client's page



3 times per week during the contracted period. Pro-active weekly page management includes:

- Respond to page comments, reviews and messages via Agency's social media management tool 3x to 4x/day Monday - Friday between the hours of 7 AM CT - 9 PM CT.
- Share relevant posts from your business news feed to your wall/feed when relevant.
- "Like" or comment on or other relevant Pages' posts in your news feed as your Pages' profile for additional page exposure to your target audience.
- Assist with time-sensitive posting for special updates, event changes, weather closures, facility challenges, holiday hours and more on page management days when necessary, or in lieu of other page management activities.
- Agency will notify Client of any negative comments and respond with Client approved responses during contracted times.
- Agency will provide monthly automated reports from Agency's social media management system and make recommendations when necessary.
- This SOW will not exceed the following hours of Agency time per contracted frequency:
  - 2 posts/week: 9.25 hours/month
  - 3 posts/week: 14.75 hours/month
  - 4 posts/week: 19.5 hours/month
  - 5 posts/week: 23.5 hours/month
  - 6 posts/week: 28.5 hours/month
  - 7 posts/week: 33.0 hours/month

EXCEPTIONS:

Additional revisions above and beyond the first round of revisions, additional posts outside of contracted scope, and full post replacements above 25% of initial monthly content calendar are not included in this package. Agency may provide additional support for noted exceptions as an add-on to this package with written approval by Client at an hourly rate of \$75/hour when needed. With this add-on, time is billed monthly in 15-minute increments and billed only for time incurred.

X *Michelle Eisenhart*

Signed By Michelle Eisenhart

Signed On: October 10, 2018

X



# Signature Certificate

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## Audit

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This audit trail report provides a detailed record of the online activity and events recorded for this contract.

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