

SOCIAL MEDIA MANAGEMENT SCOPE OF WORK

SOW No.: SOW-2026-022
Date: 10/20/2026
Start date: 11/02/2026

Brightline Studio LLC
214 Market Street, Suite 5, Austin, TX 78701, USA
hello@brightline.example · +1 (512) 555-0142
Sample scope of work · dates in MM/DD/YYYY

AGENCY
Brightline Studio LLC
Maya Torres, Managing Director
hello@brightline.example
Austin, TX, USA

CLIENT
GreenLeaf Organics Inc.
Daniel Price, Head of Marketing
77 Cedar Lane, Portland, OR 97205, USA
daniel@greenleaf.example

This scope of work covers monthly social media management for GreenLeaf Organics on Instagram, Facebook and LinkedIn, starting with a one-time setup.

1. Objectives

- Grow followers and engagement on Instagram and Facebook month over month.
- Drive link clicks to the online shop from social content.
- Build LinkedIn as a channel for wholesale buyers.
- KPIs are tracked and reported; no specific follower or sales numbers are guaranteed.

2. Monthly Deliverables

Deliverable	Qty	Format	Due
Content calendar for the next month	1	Shared sheet	25th of each month
Feed posts (design and captions)	12	Image or carousel	Weekly
Stories	8	Image or short video	Weekly
Reels (edited from client footage)	4	Vertical video	Weekly
Community management, Monday to Friday	Daily	Replies within 24 business hours	Ongoing
Paid social management (up to USD 3,000 spend)	1 program	Meta Ads	Ongoing
Performance report	1	PDF + 30-minute call	By the 5th business day

3. Timeline

Phase	Weeks	Milestone
Setup: audit, profile optimisation, brand voice	Weeks 1 to 2	Setup approved
First content calendar and posts	Weeks 3 to 4	First month live
Monthly cycle: plan, create, publish, report	Every month	Report and review call

4. Client Responsibilities

- Give admin access to all three accounts and the Meta ad account.
- Supply product photos, raw footage and launch dates by the 15th of each month.
- Approve each content calendar within 3 business days.

5. Revisions

Each monthly calendar includes 1 round of revisions. Changes after approval, or posts added mid-month, count toward the next month's allowance or are billed at USD 85 per hour.

6. Out of Scope

- Ad spend, which the client pays directly to Meta
- Influencer outreach and partnerships
- Video or photo shoots
- Crisis PR and paid media on other platforms

7. Acceptance Criteria

A month's content is accepted when the client approves the calendar. The monthly report is accepted on delivery unless the client raises a factual error within 5 business days.

8. Fees and Payment Schedule

A monthly retainer of USD 2,400, billed in advance, plus a one-time setup fee of USD 900. Minimum term 3 months, then month to month with 30 days' notice.

Payment	Due	Amount
Setup fee	On signing	900.00
Month 1 retainer	11/02/2026	2,400.00
Month 2 retainer	12/01/2026	2,400.00
Month 3 retainer	01/01/2027	2,400.00

First quarter total USD 8,100.00

Invoices are due within 7 days. Ad spend is billed separately by Meta to the client.

9. Change Requests

Any work outside this scope is requested in writing. The agency replies within 2 business days with the effect on fee and timeline, and the change starts only once both parties approve it in writing.

Sign-Off

By signing below, both parties agree to this scope of work. It forms part of the service agreement between them.

FOR THE AGENCY

Name: _____

Title: _____

Signature: _____

Date: _____

FOR THE CLIENT

Name: _____

Title: _____

Signature: _____

Date: _____