Service Annex for Social Media Management

Introduction:
This scope of work outlines the tasks and deliverables required for social media management such as Facebook and Instagram. We will handle content creation, posting, and scheduling on the client's Facebook page and/or Instagram account. The services will include the development of a content calendar and the creation of posts per month, consisting of short reels, stories, video editing, video posting, images, and image editing (either 6/12/24 posts per month). The client will be responsible for providing specific videos to be edited and any client-specific images, logos, or photographs to be included in the posts. The client’s preferences regarding style, flare, font type, and color scheme must be communicated to the social media team.

Content Calendar:
We will create a comprehensive content calendar for the Facebook page and/or Instagram account, outlining the posting schedule and types of content to be published. The content calendar will be shared with the client for approval before implementation.

Content Creation:
1. We will create a design grid for approval. Upon approval of the design grid, this will be marked as finalized and no changes will be made.
2. We will be responsible for creating engaging and relevant content for the Facebook page. This includes but is not limited to:
   a. Short reels: Creation of short videos capturing attention-grabbing moments or showcasing highlights related to the client's brand or services.
   b. Stories: Development of engaging and interactive stories that provide valuable information, updates, or behind-the-scenes glimpses.
   c. Video editing: Editing and enhancing videos provided by the client to ensure high-quality content that aligns with the client's branding and preferences.
   d. Video posting: Uploading and scheduling the edited videos on the Facebook page at the designated times.
   e. Images: Selection and editing of appropriate images to accompany the posts, ensuring visual appeal and alignment with the client's branding.
   f. Image editing: Enhancing and modifying images provided by the social media Team to optimize their impact and relevance.

Content Approval Process:
We will share the content calendar and proposed posts with the client via email for approval. The approval process will occur 2 weeks to 1 month in advance of the scheduled posting dates to allow necessary adjustments and client feedback.

Image Provision:
We will provide all necessary images to be used in the Facebook posts, ensuring they are of high quality and in line with the client’s branding guidelines. However, any specific images, logos, or photographs to be included in the posts must be provided by the client.

Client Responsibilities:
   a. Video Provision: The client will be responsible for providing any videos they wish to be included in the Facebook posts. These videos should be provided in a timely manner to ensure smooth editing and scheduling.
b. **Client-Specific Images:** If the client desires the inclusion of any specific images, logos, or photographs of doctors, they must provide these assets to the social media team.

c. **Style Preferences:** The client is expected to communicate their style preferences, including flare, font type, and color scheme, to ensure that the created content aligns with their brand identity.

**Performance Monitoring and Reporting:**
We will monitor the performance of the Facebook page and/or Instagram account, including engagement metrics, reach, and audience response. A quarterly report will be provided to the client, summarizing the performance of the posts and any notable insights or recommendations for improvement.

**Timeline:**
The Facebook and/or Instagram social media management services will be provided on an ongoing basis. The content calendar will be planned and shared with the client in advance, with posts scheduled according to the agreed-upon timeline.

**Note:** Any additional services or specific requirements not mentioned in this scope of work may require adjustments to the timeline and will be subject to further discussion and agreement between the client and the social media team.