SOCIAL MEDIA MANAGER CONTRACT

Detailed Monthly Retainer Agreement — Platforms, Deliverables, Ads & Reporting

Agreement No.: [REF-0000] Effective Date: [MM/DD/YYYY]

SECTION 1 — PARTIES

SOCIAL MEDIA MANAGER / AGENCY	CLIENT
Name: [NAME]	**Business Name:** [BUSINESS NAME]
Business Address: [BUSINESS ADDRESS]	**Contact Person:** [CONTACT PERSON]
Email: [EMAIL]	**Email:** [EMAIL]
Phone: [PHONE]	**Phone:** [PHONE]

SECTION 2 — TERM & FEES

Start date	**[MM/DD/YYYY]**
Minimum term	**[NUMBER]** months, then month to month
Monthly retainer	**[AMOUNT]**
Invoice date / payment terms	**[DAY OF MONTH]** / due within **[NUMBER]** days
Additional work rate	**[RATE]** per hour
Notice to terminate	**[NUMBER]** days in writing

SECTION 3 — PLATFORMS MANAGED

- ☐ Instagram — **[HANDLE]**
- ☐ Facebook — **[PAGE NAME]**
- ☐ LinkedIn — **[PAGE NAME]**
- ☐ TikTok — **[HANDLE]**
- ☐ X (Twitter) — **[HANDLE]**
- ☐ YouTube — **[CHANNEL]**
- ☐ Pinterest — **[HANDLE]**
- ☐ Other: **[SPECIFY]**

SECTION 4 — MONTHLY DELIVERABLES

Platform	Feed Posts	Stories	Short Videos	Engagement / Replies

SECTION 5 — SERVICES INCLUDED

- ☐ Strategy and monthly content calendar
- ☐ Copywriting and captions
- ☐ Graphic design / video editing

- ☐ Scheduling and publishing
- ☐ Community management (comments & DMs)
- ☐ Paid ad campaign setup and management
- ☐ Influencer outreach
- ☐ Monthly analytics report and review call

SECTION 6 — APPROVAL WORKFLOW & ADVERTISING

Calendar delivered	By the **[DAY]** of the preceding month
Client review window	**[NUMBER]** business days
If no response	Content **[WILL / WILL NOT]** be published as scheduled
Monthly ad budget	**[AMOUNT]** — paid by Client directly to platform
Ad approvals by	**[CLIENT CONTACT NAME]**

SECTION 7 — REPORTING

- ☐ Weekly summary
- ☐ Monthly report (reach, engagement, follower growth, top posts, ad results)
- ☐ Quarterly strategy review

SECTION 8 — TERMS

8.1 Account access. Access is granted through role-based tools where available. Two-factor authentication is required. Access is removed and credentials changed on termination.

8.2 Content ownership. On payment, content created for the Client's accounts belongs to the Client. Licensed stock assets remain subject to their licenses.

8.3 Compliance. The Manager will follow platform rules and disclosure requirements for sponsored content. The Client is responsible for the accuracy of product claims it provides.

8.4 Crisis escalation. Negative issues will be escalated to **[CLIENT CONTACT]** within **[TIMEFRAME]**; responses will be agreed before posting.

8.5 No guarantee. The Manager does not guarantee specific results, rankings, followers or sales.

8.6 Confidentiality. Both parties keep each other's confidential information private during and after this Agreement.

SECTION 9 — SIGNATURES

By signing below, the parties confirm they have read, understood and agree to every section of this Agreement.

Party	Signature	Printed Name & Date
Manager / Agency		[NAME] · [DATE]
Client		[NAME] · [DATE]