

SOCIAL MEDIA

Process

1
one

CONSULTATION & GATHERING ASSETS

We will set a 1 hour consultation to go over your full brand identity, tone/mood/colors, and desired goals and expectations for the specified social platform. We will set up a shared album where you put all photo assets for me to post (and all my creations will live there).

EDITING AND COPYWRITING

I will edit the raw images to the desired aesthetic and/or create posts and corresponding captions with hashtags according to the strategy and specified tone.

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two

3
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PREVIEW AND ADJUSTMENTS

Once I have all the posts loaded I will suggest pre-determined post dates and times. Then, I will send you a snapshot of the grid and post schedule. You will have 48 hours to approve (or I will assume they are approved) and confirm with any suggested edits, which I will make.

SCHEDULING AND POSTING

I will then confirm scheduling for the month and posts will be automatically published.

(Kindly note. I will not check or respond to comments, questions, or check messages on behalf of your brand unless this is specifically outlined in the scope of work.)

4
four

5
five

REPORTING

After the conclusion of the month, I will send a full report of performance metrics including number of impressions, top-performing posts, growth, and any specific metric you would like me to track and include.