Social Media Management Agreement

Manager: [Manager name], [Business name] **Client:** [Client name], [Company name] **Start date:** [Date]

1. Platforms and Services

Manager will manage Client's accounts on [platforms, e.g., "Instagram, Facebook, and LinkedIn"]. Monthly services: [e.g., "12 feed posts and 8 Stories, written captions and hashtags, graphic design, scheduling, responding to comments and messages on business days within 24 hours, and one monthly performance report"]. Not included unless added in writing: [e.g., "paid ad management, influencer outreach, video shoots, crisis management"].

2. Content Approval

Manager will share a content calendar with Client by the [day] of each month for the following month. Client will approve or request changes within [Number, e.g., 3] business days; content not reviewed in that time may be published as scheduled. Client is responsible for the accuracy of facts, prices, and offers it gives Manager.

3. Account Access and Ownership

Client owns its accounts, pages, followers, and data. Client will give Manager access through each platform's team or partner roles (for example, Meta Business Suite) rather than sharing passwords. When this agreement ends, Manager will remove its own access and return anything it holds for Client.

4. Content Ownership

Once Client has paid for the month, Client owns the posts, captions, and designs Manager created for Client that month. Manager may show published work in its portfolio. Third-party stock images, fonts, and music remain under their own licenses, which Manager will use within their terms.

5. Fees, Ad Spend, and Payment

Client will pay Manager [Amount] per month, invoiced in advance on the [day] and due within [Number] days. Any ad spend is paid by Client directly to the platform and is not included in Manager's fee. Late invoices more than [Number] days overdue may pause the services.

6. No Guaranteed Results

Manager will use professional skill and care, but social media results depend on platform algorithms and other factors outside Manager's control, so Manager does not guarantee any number of followers, reach, leads, or sales.

7. Confidentiality

Manager will keep Client's non-public information confidential, including account data, customer messages, and business plans, during and after this agreement.

8. Term and Termination

This agreement starts on the start date and continues month to month [after an initial term of [Number] months]. Either party may end it with [Number, e.g., 30] days' written notice. Client pays for services through the end of the notice period.

9. Independent Contractor and Governing Law

Manager is an independent contractor. This agreement is governed by the laws of the State of [State] and is the entire agreement for these services; changes must be in writing and signed by both parties.

Signatures

By signing below, each party agrees to these terms.

[Manager name] ("Manager")

Signature: _____ Printed name: _____ Date: _____

[Client name] ("Client")

Signature: _____ Printed name: _____ Date: _____

This template is a general starting point, not legal advice — customize it and have it reviewed for your situation.