

Social Media Management Agreement Template

Between [YOUR NAME] ([YOUR BUSINESS]) and [CLIENT NAME] ([CLIENT BUSINESS]).

Scope of Services

The Sender will manage social media for the Client covering: [PROJECT SCOPE]. This includes content planning, creation, scheduling, and community engagement (responding to comments/DMs during business hours) on the agreed platforms.

Content Approval & Ad Spend

All content is shared with the Client for approval before publishing, with a standard 2 business day review window. If the Client does not respond within that window, the Sender may proceed with previously approved content style.

Any paid advertising spend is separate from the fees in this agreement and is billed directly to the Client's own ad accounts, not paid by the Sender.

Monthly Fee & Reporting

The fee for these services is [TOTAL FEE] per month, due in advance on the first of each month. A deposit of [DEPOSIT] secures the start date. The Sender will provide a monthly performance summary covering growth, engagement, and top-performing content.

Confidentiality

Both parties agree to keep confidential any non-public business, technical, or financial information shared during this engagement, and to use it only for the purpose of completing the work described in [PROJECT SCOPE].

This obligation survives the completion or termination of this agreement and continues for 2 years afterward.

Independent Contractor Relationship

The Sender is engaged as an independent contractor, not an employee, partner, or agent of the Client. The Sender is responsible for their own taxes, insurance, and benefits, and is free to accept other engagements during the term of this agreement, provided they do not conflict with the confidentiality obligations above.

Term & Termination

This agreement begins on the date of signing and continues on a month-to-month basis until either party gives 30 days' written notice to cancel. Fees already paid for the current month are non-refundable.

Limitation of Liability

The Sender's total liability under this agreement is limited to the total fees paid by the Client. Neither party is liable for indirect, incidental, or consequential damages arising from this engagement.

Governing Law & Entire Agreement

This agreement is governed by the laws of [GOVERNING LAW], without regard to conflict-of-law principles.

This document represents the entire agreement between the parties regarding [PROJECT SCOPE] and supersedes any prior discussions or proposals. Any changes must be made in writing and agreed to by both parties.

By signing below, both parties confirm they have read, understood, and agree to the terms above.

[YOUR NAME] — Signed: _____ Date: _____

[CLIENT NAME] — Signed: _____ Date: _____