Important: Before using this template, go to File > Make a Copy and work with that new copy. This saves the template to your Google Drive and allows you to make changes.

Social Media Management Agreement Template

DISCLAIMER: *This contract template is provided for informational purposes only and does not constitute legal advice. The sample language is general in nature and may not be suitable for your specific business, jurisdiction, or use case. Laws and regulations vary by location. You should consult a qualified attorney to review, customize, or approve this contract before using it with clients.*

How to use this template

1. Replace all text inside brackets [ ] with your own information.
2. Review every section carefully and adjust language to match your services, pricing, and local laws.
3. Remove any sections that do not apply to your engagement.
4. Do not use this template without legal review, especially for high-value or long-term agreements.
5. Once finalized, provide the completed contract to your client for review and signature.

SOCIAL MEDIA MANAGEMENT AGREEMENT

This Agreement is entered into on [Effective Date], between:

Service Provider:

[Service Provider Legal Name]

[Service Provider Address]

Email: [Service Provider Email]

Phone: [Service Provider Phone]

Client:

[Client Legal Name]

[Client Address]

Email: [Client Email]

Phone: [Client Phone]

1. Scope of work and deliverables

The Service Provider agrees to manage the Client's social media accounts as outlined below.

Deliverables include:

- Content creation and scheduling
- Community management and comment moderation
- Account monitoring and engagement
- Monthly performance reporting

Content requirements:

- **Platforms:** [List platforms]
- **Posting frequency:** [Number of posts per week/month]
- **Content types:** [Posts, stories, short-form video, etc.]
- **Approval process:** [Describe workflow]

**Any deliverables not listed above are excluded from this agreement.*

2. Platform access and responsibilities

The Client will provide required access to all social media accounts and tools.

The Service Provider is not responsible for platform outages, algorithm changes, or account suspensions caused by platform policies.

The Client retains ownership of all social media accounts.

3. Content approval and revisions

The Service Provider will submit content for approval according to the agreed schedule.

The Client is entitled to up to [Number] reasonable revision requests per content cycle.

If feedback is not provided within [Number] business days, content will be considered approved.

Delays in approval may impact posting schedules.

4. Payment terms

Monthly fee: [Amount]

Billing schedule: [Monthly, bi-weekly, etc.]

Payment terms: [Net 15 / Net 30 or other negotiated terms]

Payment method: [ACH, Stripe, PayPal, etc.]

**Late payments may incur a [Percentage]% late fee per month.*

5. Term and termination

This agreement begins on [Start Date] and continues on a [Monthly / Quarterly] basis.

Either party may terminate with [Number] days written notice.

If terminated mid-cycle, fees are not refundable.

Immediate termination may occur for non-payment or breach of contract.

6. Intellectual property

Upon full payment, the Client owns all final published content created for their accounts.

The Service Provider retains ownership of internal processes, templates, and unpublished drafts.

The Service Provider may showcase work for portfolio or marketing purposes unless otherwise agreed.

7. Confidentiality

Both parties agree to keep confidential any non-public business information shared during the engagement.

This obligation survives termination for [Number] years.

8. Liability and indemnification

Each party is responsible for claims arising from their own actions.

The Service Provider’s liability is limited to the total fees paid under this agreement.

No guarantees are made regarding follower growth, engagement, or performance metrics.

9. Governing law

This Agreement is governed by the laws of [State / Country].

Disputes will be resolved in [Jurisdiction].

SIGNATURES

Service Provider:

[Service Provider Legal Name]

Signature: _____

Name:

Title:

Date:

Client:

[Client Legal Name]

Signature: _____

Name:

Date: