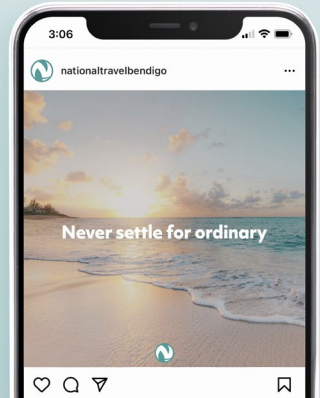
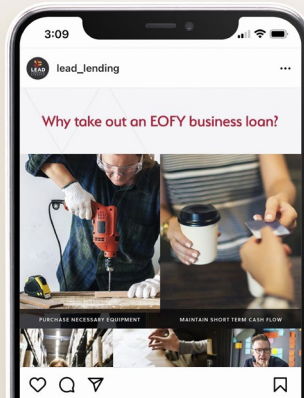
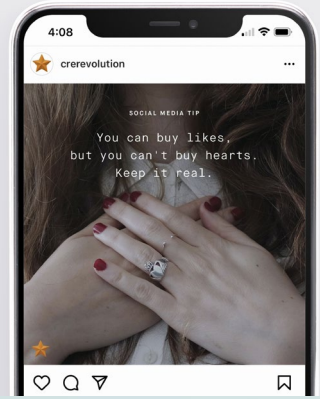




# Engaging branded social media content.



## Social Media Branded Content Packages

A steady stream of custom-designed content for your social media.

### PACKAGE 1

#### Lite

**\$495** +GST per month

Fortnightly posts to keep your social feed active.

- 2 branded posts per month
- Custom posts with copywriting and design of branded graphics
- Up to 5 social media pages/profiles
- Quarterly content strategy and planning

### PACKAGE 2

#### Standard

**\$785** +GST per month

Weekly posts for regular presence in newsfeeds.

- Everything in lite plus:
- 4 branded posts per month
  - Up to 10 social media pages/profiles

### PACKAGE 3

#### Premium

**\$1560** +GST per month

Twice-weekly posts for highly active brands.

- Everything in standard plus:
- 8 branded posts per month
  - Up to 15 social media pages/profiles
  - Bi-monthly content strategy and planning

# Terms of Service

## Details of Inclusions

### Monthly Branded Posts

Your chosen package includes an allowance for a certain number of social media posts per month (2 for lite, 4 for standard, and 8 for premium). For each post we provide a complete service covering ideation, copywriting, graphic design, and scheduled publication. Video and animated content is not included in our standard packages.

### Content Strategy and Post Planning

Posts are planned and scheduled quarterly (lite and standard) or bi-monthly (premium). At the beginning of each period, we hold a strategic planning meeting where we discuss with you the key messages and post types for the coming months. After this meeting we go away and come up with post ideas and design drafts for your review. Post planning covers a period from the start of the month after planning is completed. So for example, standard package planning in January will cover February, March and April and we will meet again in April to plan May, June and July.

### Social Media Profiles

Each package includes an allowance of how many social media pages / accounts / profiles that can be connected for post scheduling (5 for lite, 10 for standard, and 15 for premium). Our system supports Facebook, Instagram, LinkedIn, Twitter, Google My Business, YouTube, and TikTok. You can have more than one account for each social media platform and each post we plan can be scheduled for all or some of these accounts. Note: while the system supports YouTube and TikTok, we believe that our service is best suited to other social platforms owing to the fact that we do not create video-based content.

### One-time Account Setup

A one-time setup fee of \$560+GST covers gaining access to your social media accounts and setting up your online portal for post planning, approval and scheduling.

### Post Approval and Scheduling

All posts are drafted and sent to you for approval through an online portal that provides accurate previews of how each post will look. You will be notified when we draft posts and given the opportunity to approve the posts or request changes. Once approved, posts are scheduled for publication on the planned date. Note: Facebook and Instagram stories are not currently supported due to limitations in post scheduling functionality.

## Technical Requirements

In order to provide this service, we need access to your social media accounts. You will need to have active accounts for each of the social media platforms you intend to use and you will need to provide us with full administrator access. Granting access is different for every social media platform and we will provide how-to instructions for each. Additional assistance can be provided for creating accounts or accessing and sharing your social media profiles, but this is not covered in our standard packages and will be charged at a rate of \$145 +GST per hour.

## Social Media Content Creation Services

Creative Revolution offers a full content creative and publishing service, meaning you have a steady stream of content for your social media accounts. One round of changes is included for each post idea, with additional changes after the second draft charged at \$145 +GST per hour and appearing on your next invoice.

### Additional Services

Additional creative, marketing, and design services outside of the stated package inclusions are not covered by this service agreement. Additional services may be requested and are charged at our standard rate of \$145 +GST per hour.

## Payment Terms

Payment terms are 14 days from invoice date. Additional services rendered are charged at our standard rate of \$145 +GST per hour and separately invoiced at the end of the calendar month.

### Billing Cycles

Our content creation process includes content strategy and post planning for 3 months (lite and standard) or 2 months (premium), so we invoice in line with the timing of this activity. Billing cycles are as follows:

- Lite Package            \$1,485 +GST    Every 3 months in advance
- Standard Package    \$2,335 +GST    Every 3 months in advance
- Premium Package    \$3,120 +GST    Every 2 months in advance

### Package Changes and Cancellations

You can change or cancel your package at any time with 30 days notice in writing. Package changes will take effect from your next bill.