

Social Media Support Checklist:

What to Consider Before Requesting Quotes

✓ Content Creation

- Will I provide rough ideas, dot points, or briefs for each post?
- Do I need the agency to research, script, design, and write posts from scratch?
- Am I providing any assets (photos, videos, blog articles) for the agency to repurpose?

✓ Branding and Visuals

- Do I already have a brand kit (logos, colours, fonts) ready to use?
- Is there an established tone of voice guide?
- Are there existing templates for social media posts, or will they need to be created?
- Will I need the agency to develop new branding templates, icons, or visual assets?

✓ Posting Frequency and Platforms

- How many posts per week do I want?
- Which platforms do I want to publish on? (LinkedIn, Facebook, Instagram, TikTok, etc.)
- Will the same content be used across all platforms, or tailored individually?

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✓ Engagement and Community Management

- Will I or my team manage comments, messages, and audience interactions?
- Do I want the agency to monitor and reply to comments and DMs?
- Am I expecting the agency to proactively grow my audience (liking, commenting, following others)?

✓ Campaigns and Paid Ads (optional)

- Will I need support with paid ad campaigns or boosting posts?
- Do I want help creating content for specific promotions, launches, or events?

✓ Strategy and Reporting

- Do I need the agency to provide a full content strategy and content calendar?
- How often do I want performance reports or analytics updates? (Monthly, quarterly?)

✓ Approval and Workflow

- Will I be approving each post individually, or giving overall guidance and trusting the agency to post?
- What is my preferred approval or feedback process (email, project management tool, direct edits)?