



Social Media

Section B - Scope of Services



Introduction

The purpose of this Scope of Services is to provide a baseline understanding of GummyBear's Social Media deliverables, the work required to complete the deliverables and to ensure a common understanding of the scope among all stakeholders; errors and omissions excepted.

Background

Millions of people nationally utilise social media every day. Social media marketing is an incredibly powerful communication medium which allows you to interact with your customers, share information in real time, increase awareness about your brand, enhance brand loyalty and improve search engine optimization. Some interesting statistics include:

People spend over **3.5 hour per day**
on their mobile devices. (eMarketer)

55% of buyers do research via social media. (IBM)

73.4% of users will follow a brand because of their
interest in the product or service.

84% of executives use contacts and information from
social networks as part of their purchase process. (IDC)

77% of B2B purchasers won't speak to a salesperson until
they've done their own research. (Corporate Executive Board)

65% of consumers look up price comparisons on mobile
while in a physical store. (KPMG)



Scope Statement

This Scope Statement details GummyBear's social media services.



Copywriting

Copywriting at its essence is utilising persuasive writing techniques. The idea is to [persuade your customer](#) or potential customer to perform a particular action which you would like them to take. For example, generate revenue or leads by purchasing your product or services, or like, comment or follow your posts thereby growing your audience. For example:



vogelsnz Uhm hello there, peanut butter on Vogel's with some perfectly chopped bananas and a sprinkling of cinnamon and chia seeds. Very simple, every Vogel's. #ToastTuesday 📷: @inrhispantry

Copywriting

GummyBear will provide copywriting services in line with your brand guidelines and organisational objectives.



Photo Editing

Social media platforms are full of visual stimulation and standing out requires editing your content in a compelling way. Authenticity is extremely important, however, "authentic" and "amateur" are two different things and nailing the behind-the-scenes look involves a little more than pulling out your phone, taking a photo, and posting. A few simple edits will up the wow factor of your images, while keeping the effortless vibe. Photo editing examples:

- **Platform Specific Posts:** Each social media platform has specific post sizes. Nothing ruins otherwise gorgeous photos quite like improper sizing. GummyBear will crop photos to match each platform's ideal post size dimensions.
- **People:** Whiten teeth, brighten eyes, and remove blemishes.
- **Backgrounds:** Subject to the post's specific direction. Editing may include utilising saturation, sharpness and contrast effects, whitening tools to brighten white backgrounds, subtly blurring the background of your photos to direct viewers' focus right where you want it or adding a filtered effect like vintage, bright, or dark to adjust the photo's mood. For example:



Before



After



Instagram Hashtag Strategy

Instagram hashtags are an effective way to improve your profile's performance. A post with at least one Instagram hashtag averages **12.6% more engagement** than posts without a hashtag. Hashtags work by organizing and categorizing photo and video content. If you have a public Instagram account and add a hashtag to a post, that post will be visible on the corresponding hashtag page (it is basically a directory of all the photos and videos that were tagged with that hashtag). For example, a foodie may post a picture of a smoothie bowl. Then use the hashtags #superfoods, #cleaneating, and #vegansofig.



Monthly Analytic Reports

GummyBear utilises each social media platform's analytics to make it easy to understand how your customers and/or app users are engaging with your content, so you know what is and is not working. Social media analytics is the process of gathering and analysing data from social networks (Facebook, Instagram, etc.) GummyBear tracks social media data by a unique tracking code we will install on each of your social media accounts, which will allow us to measure your data's dimensions (the attributes of your data, such as the city where traffic is coming from) and metrics (the quantitative measurements for those dimensions. For example, how much did our ads increase traffic). Our monthly reports will include:

- **Organic Search Numbers:** followers, impressions, reach, profile views and web application clicks.
- **Each Post's Performance:** engagement percentage, likes, comments, impressions and reach.
- **Overview Numbers:** total spend, total impressions, clicks and cost per click.

👍 Social Media Platforms

Based on the Client's selected social media platforms GummyBear will:

- **Set Up Accounts:** GummyBear will set up your social media accounts on each selected social media platform. Where there is an existing account GummyBear will review account settings and may suggest and implement setting adjustments.
- **Posting:** GummyBear will post your social media content on your selected social media platforms, as per your selected service bundle in Section A.



Supporting Content Creation

Millions of posts are uploaded and published every day, thus, creating high-quality content is critical to making your content stand out. Based on your brand guidelines GummyBear provides supporting content creation such as text (promotions, quotes, names etc.) over images. For example:



TEAM BEAR

↑
Text over supplied photo

Account Support

No matter what time of day our support team will be available via phone, email, video conference or chat messenger to assist you with any questions, queries or technical bugs, or to resolve urgent issues relating to your social media platforms. Our technical support team is composed of experts who have a vast amount of knowledge about the technical specifications of the products and services we provide.

- **Targeted Resolution Time:** is 24 hours, however is subject to the complexity of the task, any unforeseeable situation, circumstance or issue.
- **Operational Times:** are Monday to Friday, 09:00 - 17:00 GMT +13 NZT. Work outside of these times is available if agreed upon in advance.

Post Scheduling

Social media scheduling is the act of scheduling your content to be posted at a particular time and date on your various social media accounts. Scheduling is important for the following reasons:

- **Post Timing for Maximum Engagement:** Post scheduling makes sure your posts are for the times your engagement is at it's highest. For example, if you are promoting a meal offering posts around 3pm (afternoon tea) or 5pm (end of day) would mostly have the highest engagement and conversion rate.
- **Create Consistency and Retention:** Being consistent in your post frequency is really important in order to grow a social media audience. Now if you bring that concept into the type of content you're creating, you're giving your audience a reason to come back every week. For example, let's say your audience knows that you post a tip every week, or weekly promotion, or weekly price change - know you post on a reliable schedule, they will be more likely to remain engaged.

GummyBear will have a schedule which you will have access to for your posts across all your social media platforms. We will analysis posting data to identify optimal posting times and dates to maximize your engagement.

Please refer to Service Bundle Selection (Section A) for details of the Clients selected social media services.



Boundaries

This service offering includes all work associated with planning, designing, developing, and implementing the social media scope of services of the Client's selected bundle, as per the scope statement above.

Not included in the scope of this project:

1. Content creation. The process of generating topic ideas which appeal to customer persona, creating written or visual content around those ideas and developing the communication format for the audience of those ideas, which includes, images, infographics, logos, photos, videos, music, promotional activities, or any other format.
2. Responding to customer social media communications. The Client is responsible for replying to private messages, reviews, and comments generated via the social media platforms.
3. Development of any system or process outside this document's scope statement.
4. Deployment of any process or methodology across the organisation.
5. Training manuals and materials.
6. Any paid form of marketing to potential customers. For example, sponsored posts.
7. Any form of a new-feature development, updating and code management of the original and/or existing system if any.
8. GummyBear is not responsible for developing or providing legal documentation for this project, with exception to this contract between the Client and GummyBear.
9. Any form of database integration.

Social Media Policy

Social Media services are defined as per the Scope Statement and Boundaries sections of this document.

Please note the following:

1. GummyBear will keep track of all hours consumed every month.
2. If your social media platforms are using third-party software or components not integrated or developed by GummyBear, GummyBear does not take responsibility for loss of information due to any action of these third-party softwares. Any changes to your social media platforms stemming from regulations of these third-party softwares will be invoiced at GummyBear's standard hourly rate of \$150.00 NZD + GST per hour.
3. GummyBear reserves the right to distinguish between 'Social Media Services' as defined by the Scope Statement and additional services.