

SHIANNE WASHINGTON

SOCIAL MEDIA MANAGEMENT
PRICE KIT



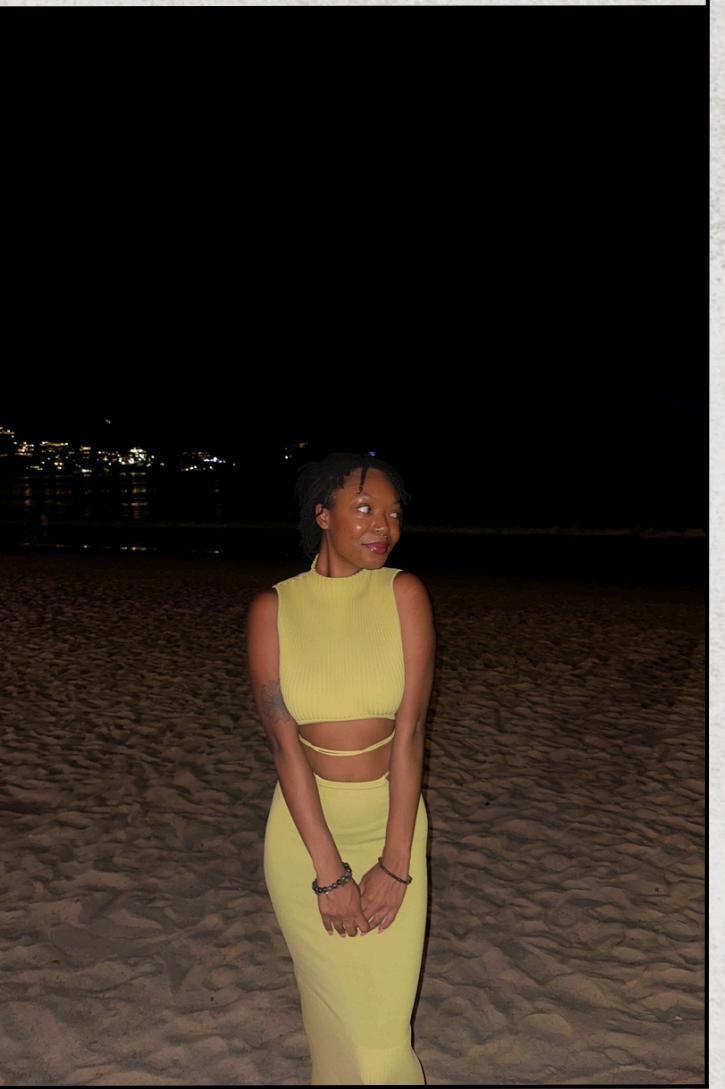
DIGITAL CREATIVE

SOCIAL MEDIA MANAGER

CONTENT CREATOR

ABOUT ME

My name is Shianne and I am a 26 year old freelance Social Media Manager currently based in Memphis, Tennessee, USA. I have a Bachelor's in Mass Communication and Media Studies from Arizona State University. I specialize in all things social media: social media management, strategy, UGC, and more. I have always been obsessed with social media and love to use my creativity and passion for content creation to help others build an engaged community and reach their social media goals :)



MY PACKAGES

30 day commitment for all packages

Basic Level

- 1 hr Strategy Session 2x a Month
- Social Media Strategy
 - Creating a cohesive aesthetic
 - Content Bucket Determination
 - Editorial Calendar
- One Time Social Media Audit
 - Analytic Analysis
 - Bio Analysis & Update
 - Goal Determination
- 1-2 Organic Stories per Day
- 30-Day Content Calendar
 - Planning 3 Posts per Week
 - Done-for-You Posting
- Basic Level Hashtag Strategy
- Community Management
- Monthly Analytics Report

Standard Level

everything in Basic, plus:

- 3-5 Organic Stories per Day
- 30-Day Content Calendar:
 - Writing Organic Captions
 - Writing Marketing Social Copy
- Advanced Level Hashtag Strategy
- Community Management
 - Engaging w/ Comments & DMs 3x a week
 - UGC Management
- Content Creation
 - Editing Reels/TikToks
 - Graphic Design

Elite Level

everything in Standard, plus:

- Unlimited IG Story Posting
- Advanced SEO & Hashtag Strategy
- Community Management
 - Engaging w/ Comments & DMs Daily
- Content Creation
 - Editing videos that can be used on all platforms



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A La Carte Services

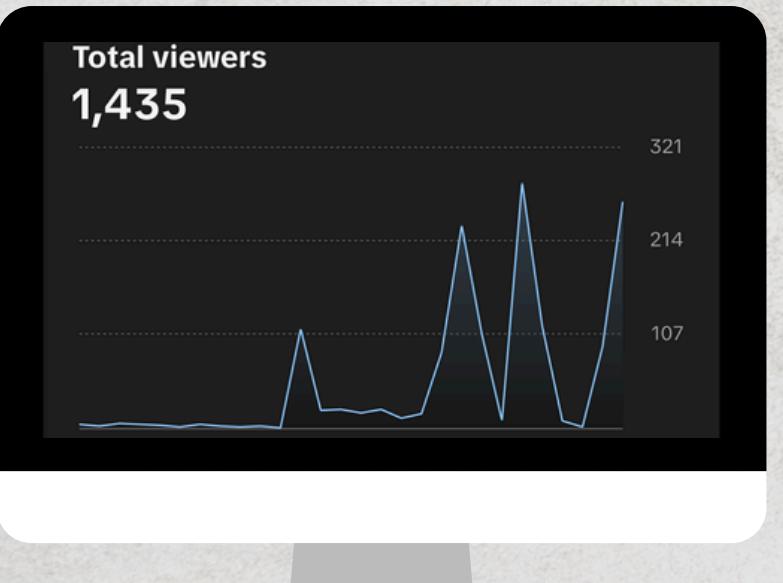
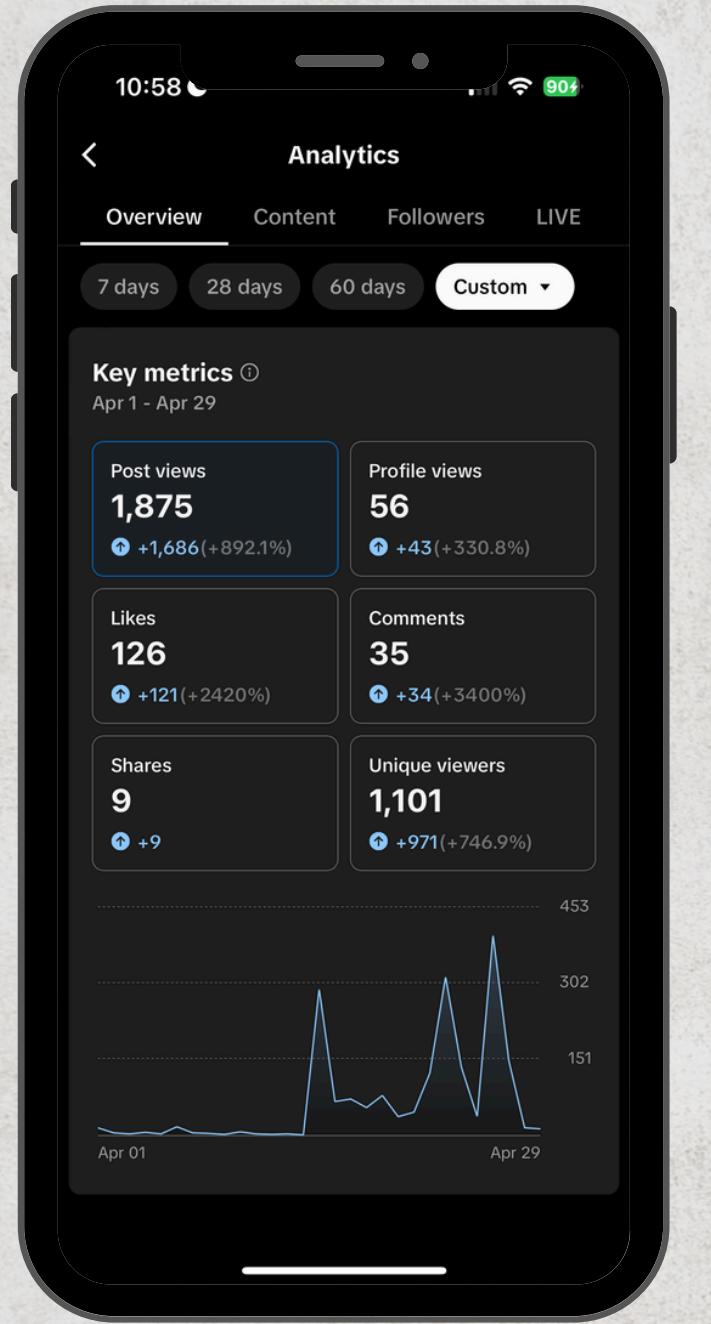
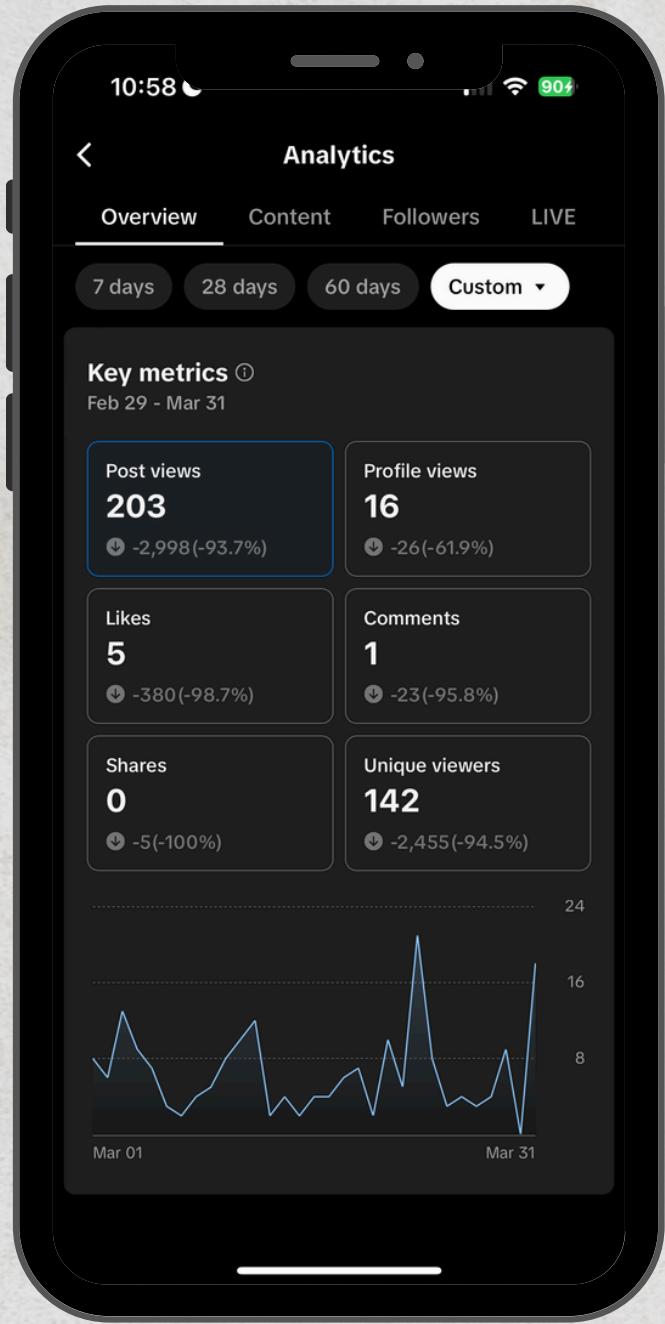
Social Media Strategy

- **Creating a cohesive aesthetic**
- **Content Bucket Determination**
- **Editorial Calendar**
- **Social Media Audit**
 - **Analytic Analysis**
 - **Bio Analysis & Update**
 - **Goal Determination**

30-Day Content Plan

- **Planning 30 days of content (TikTok & Instagram)**
- **Outline Plan of IG Stories**
- **Done-for-You Posting**
- **Copywriting/Caption Creation for every post**
- **Create Mock Grid**

Testimonials & Results



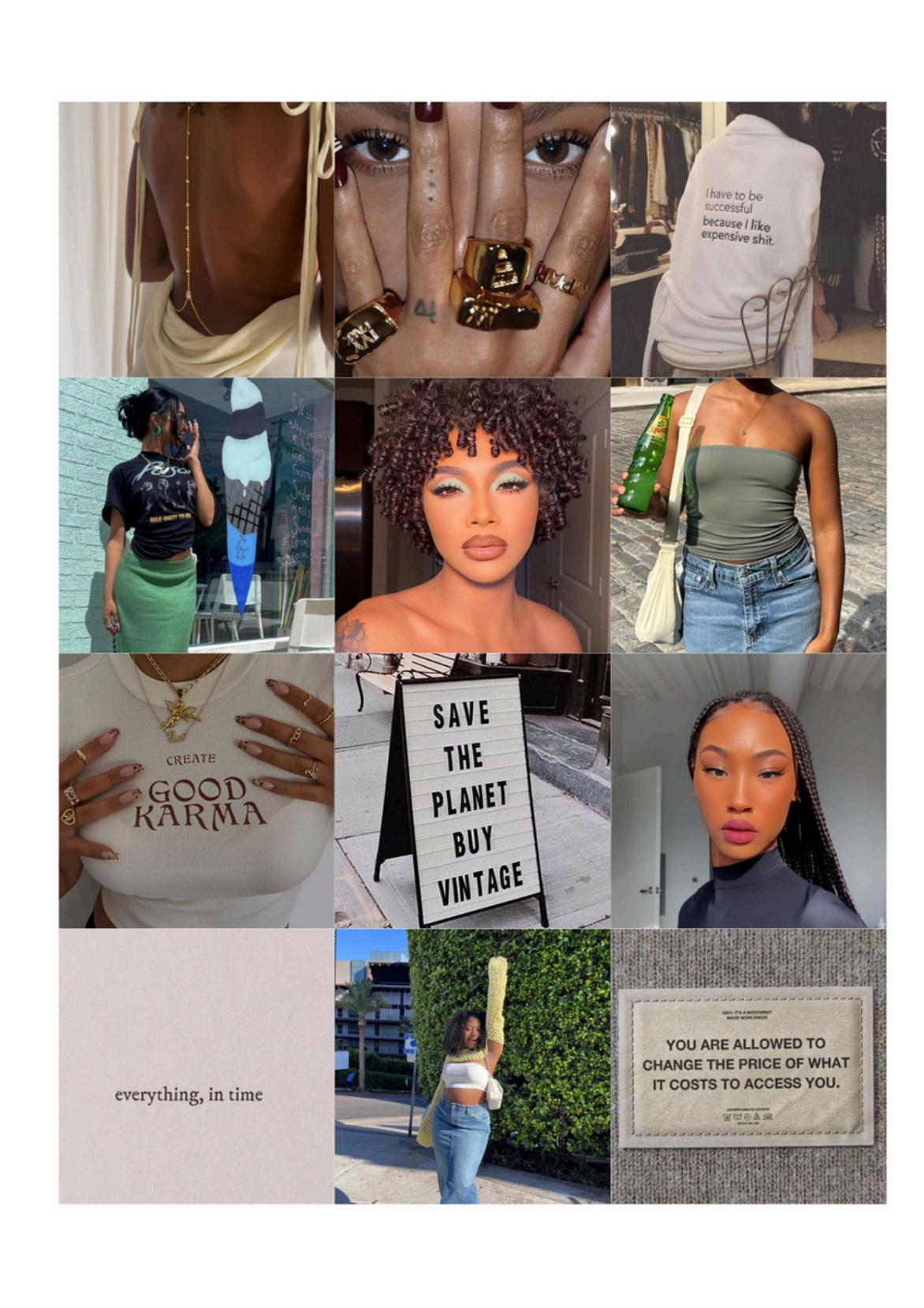
omg ive always wanted to do this but i thought it was stupid. thank you! i love these! you're so good at this!

The presentation is superb and makes it easy for me to envision how things will look. I've gone through the documents multiple times and we will definitely use this content. You've done some remarkable research around this niche, that's great commitment, Shianne!

Have a great day!

Instagram Influencer Mock Feed Examples

fashion

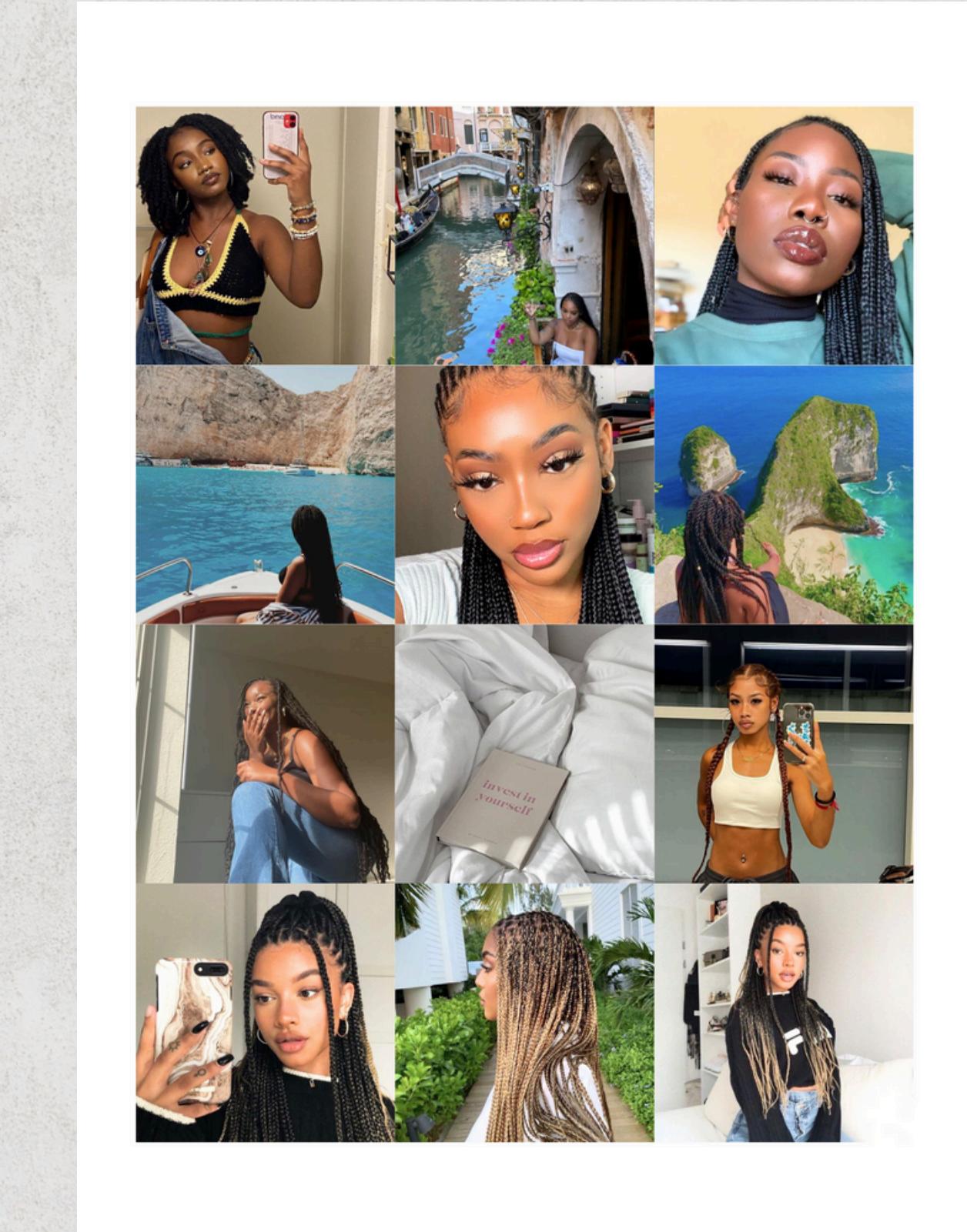


wellness +
health +

travel



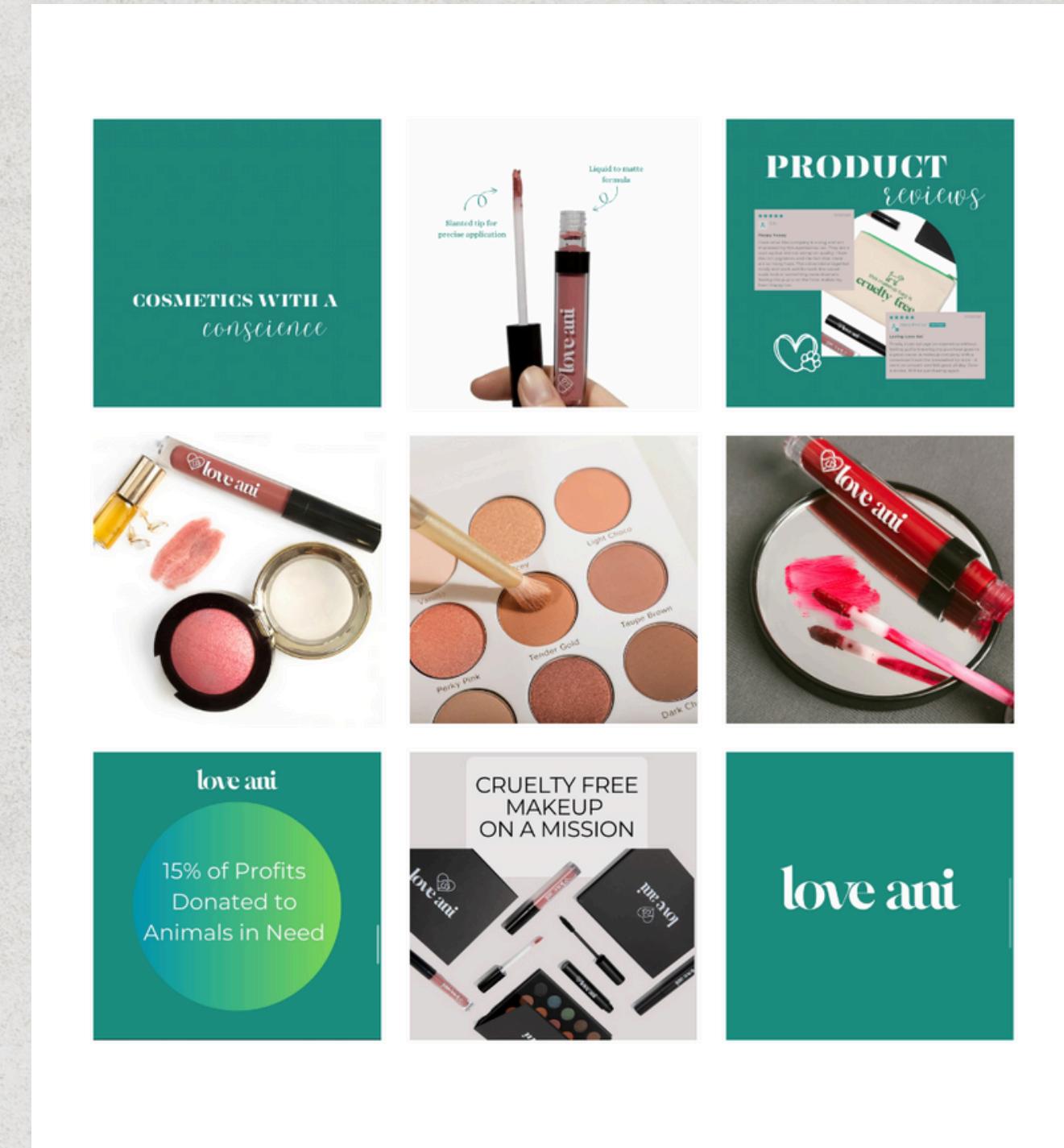
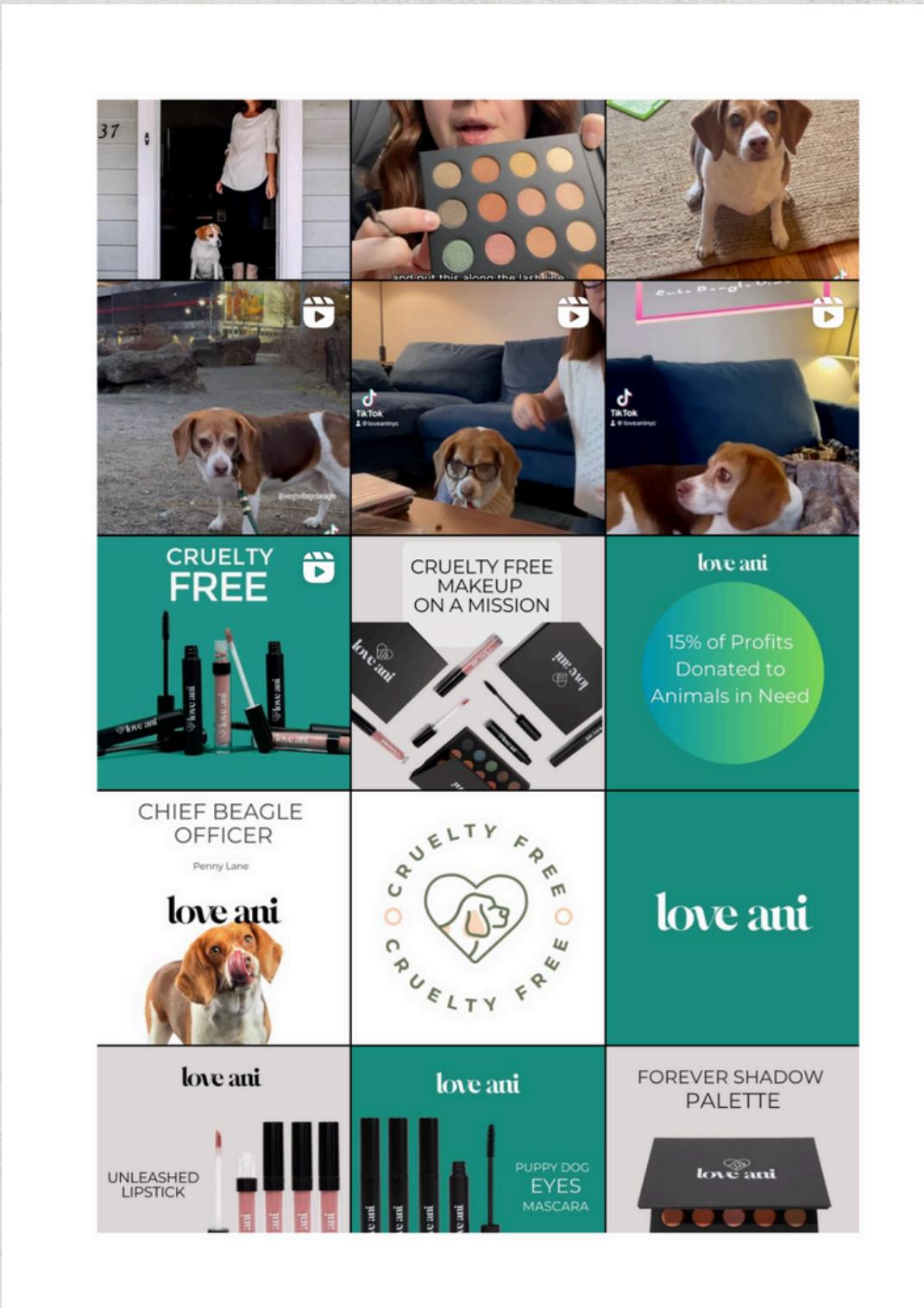
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beauty +
lifestyle

Instagram Influencer Mock Feed Examples

Startup Cosmetics Brand: Before & After



@lovenainyc

CONTACT INFORMATION

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