

SOCIAL MEDIA & BRAND MANAGER

Standard Operating Procedure (SOP)

I. PURPOSE

To define the weekly responsibilities of the Social Media & Brand Manager to ensure strong brand identity, consistent messaging, strategic content execution, and crisis preparedness.

II. SCOPE

This SOP applies to:

- Brand approval processes
- Social strategy leadership
- Crisis communication management
- Brand consistency enforcement
- Campaign performance tracking

III. SOP TASKS

1. Review & Approve Brand Materials

Frequency: Weekly – Monday

Linked Procedure: Brand Approval Process

Objective:

To ensure that all brand-related materials follow Laneway's brand guidelines and maintain consistency across platforms.

SOP Steps:

- Review all marketing, design, and communication materials submitted for approval.
- Check alignment with brand tone, colors, fonts, messaging, and visual identity.
- Identify inconsistencies or deviations from brand standards.
- Provide clear feedback and required corrections to creators (designers, marketers, content team).
- Approve materials only after full compliance with brand guidelines.
- Maintain content calendar for transparency & record-keeping.

2. Social Media Strategy & Content Planning

Frequency: Weekly

Objective:

To ensure consistent, goal-driven social media presence aligned with brand positioning.

SOP Steps:

- Plan and oversee social media strategy for Laneway and Vayo.
- Create and manage LinkedIn content calendars, including posts, campaigns, and announcements.
- Ensure content aligns with brand tone, messaging, and visual identity.
- Coordinate with design, content, and marketing teams for timely execution.
- Review content performance and refine strategies accordingly.

Acknowledgment and Agreement

I hereby acknowledge that I have received, read, and understood the Standard Operating Procedure (SOP) document issued. I agree to follow all guidelines, processes, and responsibilities outlined in this SOP.

I understand that it is my duty to comply with the procedures mentioned, and any updates or revisions communicated in the future. If I have any doubts or require clarification, I will reach out to the concerned department or supervisor.

By signing below, I confirm my acceptance and commitment to adhere to this SOP.

Best Regards,



Gokul M Prabhu
CEO/MD
Laneway

FORM OF ACCEPTANCE :

I accept this appointment on the terms and conditions stated above and agree to the following:

Name: _____

Date: _____

Place: _____

Signature: _____

