



S|P School Publicist

Social Media Management Proposal

Prepared for Schools

2022 - 2023

What's Inside

- Social Media Managers and What They Actually Do // pp. 1-2
- The Client On-Boarding Process // p.3
- Our Social Media Management Packages // p.4
- Thank You // p.5

Social Media Managers & What They Actually Do

S|P School Publicist

Schools that hire Social Media Managers understand the importance of establishing and maintaining a positive brand image. A talented Social Media Manager can help you amplify your school's mission and improve every facet of your enrollment pipeline, from recruitment, to building community, to reviving relationships with alumni. They can even help you attract and retain donors.



1

Establish a Consistent and Professional Brand Image

2

Demonstrate Your Values Through Engaging Content





4

Join,
Start, and Grow
New Conversations



3

Interact with and
Celebrate Your
Community



5

Use Data to Inform Ad
Strategy & Turn Followers
Into New Enrollments

The Client On-Boarding Process

1

Create Assets Day 1-5

Prepare / post profile pictures, banners and other assets used across all your social media platforms

2

Refresh Accounts Day 6-10

Review all social media platforms, update / remove old posts and incorrect information

3

Create Calendar Day 11-15

Work collaboratively to plan out posts up to one month in advance to align with your school calendar

4

Automate Posts Day 16-30

Determine optimal times to publish, then create & automate posts to maximize engagement

S|P SMM Packages

Website (W) Facebook (FB) Twitter (T)
 Instagram (IG) YouTube (YT) LinkedIn (LI)
 Google My Business (GMB) Paid For By Client (+\$)

Basic

\$500
Per Month

Standard

\$1,000
Per Month

Premium

\$1,500
Per Month

Platforms included

W, FB, T

W, FB, T, IG, YT

W, FB, T, IG, YT, LI, GMB

Create and post brand assets

\$750 One-Time Fee

\$500 One-Time Fee

Included

Review and revise website

\$1,500 One-Time Fee

\$1,000 One-Time Fee

Included

Create / share posting calendar

1 Week in Advance

2 Weeks in Advance

1 Month in Advance

Create / manage posts

1x / Month

3x / Week

5x / Week

Update website when requested

1x / Month

2x / Month

1x / Week

Respond to comments / interactions on FB, T, IG, LI

X

3x / Week

Daily

Create / maintain client dashboard

X

✓

✓

Email analytics reports

Monthly

2x / Month

Weekly

Create / monitor Facebook and Instagram ads (+\$)

X

✓

✓

Facilitate creation of new YouTube content (+\$)

X

X

✓

Facilitate sponsored posts / videos from influencers (+\$)

X

X

✓



Thank you!

We appreciate this opportunity to discuss your social media management needs.

For questions, concerns or anything else we can help you with, please email us at

hello@schoolpublicist.com



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