



SOCIAL MEDIA CONTENT MANAGEMENT

Your Content. Your Brand. Consistently Showing Up.

\$600/month

Stay active. Stay visible. Stay consistent.

Crystalline Productions helps businesses, organizations and brands maintain an active social media presence by organizing, planning, scheduling and posting content throughout the month.

INCLUDED EACH MONTH

- **One content post per day**
- Up to **30-31 scheduled posts per month**
- Management of up to **2 social media platforms**
- Combination of reels, graphics, photos and promotional content
- Content scheduling and posting
- Basic caption writing
- Hashtag and keyword support when applicable
- Client-provided content incorporated into monthly posting
- Content previously captured by Crystalline Productions may be utilized
- Basic branded graphics created as needed
- Content repurposing across approved social media platforms
- **Shareable monthly social media content calendar**
- Monthly content planning and organization

YOUR CONTENT MIX MAY INCLUDE

Reels | Photos | Event Highlights | Promotional Graphics | Announcements | Behind-the-Scenes Content | Testimonials | Educational Content | Branded Posts | Event Recaps | Upcoming Events | Throwbacks | Calls to Action

Content will be strategically rotated throughout the month based on available materials, upcoming events and the client's current priorities.

MONTHLY CONTENT CALENDAR

Clients receive access to a shareable content calendar outlining the month's planned social media activity.

- Posting date
- Social media platform
- Content topic
- Content type
- Reel, graphic or photo being used
- Proposed caption
- Approval status
- Scheduled status
- Posted/completed status

This allows both the client and Crystalline Productions to easily track what's planned, approved, scheduled and published.



NEED FRESH CONTENT?

Monthly management does not automatically include onsite event photography or video capture.

Clients may provide their own:

Photos | Videos | Audio | Event Flyers | Graphics | Logos | Testimonials | Promotional Materials

Content previously captured by Crystalline Productions can also be incorporated into the monthly content schedule. Additional **Event Photo + Content Capture** services may be booked whenever fresh content is needed.

Capture It -> Edit It -> Schedule It -> Share It

REELS & CUSTOM CONTENT

Existing completed reels and client-provided short-form video content can be incorporated into the monthly posting schedule.

Basic editing and repurposing may be included when appropriate; however, extensive reel editing or creation of multiple custom reels is not included in the \$600 monthly management fee.

Clients needing additional edited reels may add one of our **Content Reel Editing Packages**.

PLEASE NOTE

The \$600/month package provides **content management, planning and consistent posting**. It is not full-scale digital marketing or community management.

The package does not include:

- Paid advertising or ad management
- Responding to comments or direct messages
- Customer service/community management
- Influencer management or outreach
- Advanced marketing campaigns
- Onsite photography/video coverage
- Unlimited custom graphics
- Unlimited reel/video editing
- Extensive content revisions

Additional services may be added or quoted separately based on your content needs.

Client cooperation is essential for maintaining daily posting. Requested content, information, approvals and event details should be submitted in a timely manner to maintain the monthly schedule.

Monthly service is billed in advance.

\$600/month | 30-31 Posts | Up to 2 Platforms



WHAT DOES DAILY CONTENT LOOK LIKE?

Your 30-31 monthly posts do not have to be 30-31 completely different pieces of content.

Crystalline Productions will create and organize a strategic mix of available content to help keep your social media active and consistent throughout the month.

SAMPLE WEEK

Monday: Event or branded Reel

Tuesday: Photo Post

Wednesday: Reel

Thursday: Promotional or Informational Graphic

Friday: Reel

Saturday: Event Photo or Highlight

Sunday: Branded, Inspirational or Community Post

Your monthly content mix may include approximately **3 reels per week**, along with graphics, photos, event highlights, announcements, promotional posts and other available content.

Content may be created from:

- Client-provided photos and videos
- Previously captured event content
- Existing brand assets
- Flyers and promotional materials
- Approved photos and graphics
- Content captured by Crystalline Productions
- Previously created content that can be appropriately repurposed

THE GOAL

The goal is not simply to create something new every day - it is to help your brand **show up consistently, intentionally and professionally.**

30-31 Posts Per Month | Up to 2 Platforms | \$600/month

Posts may be cross-published across approved platforms and count as one scheduled content piece.

Crystalline Productions

Event Capture | Video | Content Creation | Social Media Management
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