

Social Media Support (Management) Package

From £200/month

Our **Social Media Support Package** is designed to help your business establish, refine, and grow its presence across popular social platforms.

We focus on creating a cohesive and professional online image that reflects your brand identity, engages your audience, and supports your wider digital strategy.

This package is perfect for businesses that want to look professional online without the stress of managing multiple accounts or posting schedules.

What's Included

We handle the creative, technical, and strategic aspects of your social media setup and management.

Each package may include the following services (depending on the level selected):

1. Account Setup & Optimisation

- Creation or optimisation of up to **two platforms** (e.g., Instagram, Facebook, LinkedIn).
- **Profile branding** – custom profile and cover images designed to align with your business identity.
- **Bio and About section writing** tailored to your services and tone of voice.
- Integration of **contact buttons**, links, and call-to-actions.
- **Highlight cover icons** (Instagram) to create a consistent, on-brand look.
- **Basic hashtag strategy** and posting guidance to improve visibility.

2. Content Management (Optional Ongoing Service)

- Creation of branded posts according to your content plan.
- Consistent posting (number of posts per week as stated in your selected package).
- Engagement monitoring (likes, comments, messages) where agreed.
- Monthly insights reporting (available on higher-tier plans).

3. Branding Integration

We ensure that your social media design and tone of voice match your website and branding for a cohesive digital presence across all channels.

4. Access & Confidentiality

For account setup or optimisation, you may need to provide temporary access to your social media accounts or grant us admin rights.

All login information is handled confidentially and securely, and removed or deleted upon project completion unless ongoing management is agreed.

Important Information & Limitations

We believe in transparency. While we take care of your social media with professionalism and creativity, some aspects are **outside our control**:

- **No guaranteed results:** We do **not guarantee** a specific number of followers, likes, comments, clicks, or engagement levels.
 - **Platform changes:** Social media algorithms, reach, and engagement fluctuate over time and are determined by each platform.
 - **Performance responsibility:** While we apply effective practices and strategies, we cannot guarantee business leads, sales, or growth outcomes from social media activity.
 - **Content approval:** You will have the opportunity to approve or provide feedback on post designs or campaigns before publication (for ongoing management plans).
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Posting Frequency & Content Policy

- The number of posts per week/month depends on your chosen plan.
 - Content will be based on your brand, industry, and tone preferences provided during onboarding.
 - All materials (text, images, videos) must be supplied by the client unless otherwise agreed.
 - We will not post, promote, or design content containing inappropriate, offensive, or misleading material.
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Pricing & Payment

- Social Media Support is a **standalone service**, billed separately from website design and hosting.

- Pricing depends on the number of platforms managed, posting frequency, and content creation requirements.
 - All fees are quoted in **GBP (£)** and subject to **20% VAT**.
 - Full payment or a deposit must be made prior to the commencement of services.
 - Monthly or ongoing management plans must be paid in advance unless otherwise agreed.
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Revisions & Adjustments

- Minor text or image adjustments to posts are included before publication.
 - Major revisions (e.g., full redesigns, new campaigns, or brand overhauls) may incur additional charges.
 - Once content is approved and posted, retrospective edits or removals are at the client's cost unless due to an error by MeetKowalski.
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Duration, Renewal & Cancellation

- Social Media Management can be provided as a **one-off setup service** or as a **monthly/ongoing package**.
 - Cancellation of ongoing management must be made in writing at least **14 days before** the next billing period.
 - Any prepaid fees are non-refundable once work has commenced.
 - MeetKowalski reserves the right to discontinue management services for late payments, misuse of accounts, or breach of these terms.
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Confidentiality & Data Handling

We take your privacy seriously.

All credentials, content, and materials shared with us for account setup or management are stored securely and used solely for the purpose of completing the agreed work.

Please review our **Privacy Policy** for full details on how we handle your data.

Additional Notes

- Social Media Support is governed by the same principles outlined in our **Terms & Conditions**.
 - This service works best when paired with an active and regularly updated website.
 - If you combine this service with one of our Website Packages, we ensure your website and social media branding remain perfectly aligned for a consistent online identity.
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Social Media Management Plans

Your online presence is your brand's first impression — and at MeetKowalski, we help you make it unforgettable.

Our Social Media Management Plans are built for businesses that want consistent, high-quality content and a polished, professional presence across their social platforms.

We manage the details so you can focus on your business, while maintaining a strong, authentic, and engaging voice online.

Each plan offers a different level of involvement, flexibility, and creative support — whether you're just starting out or managing multiple accounts.

Basic Plan – Social Presence Starter

From £200/month (*excl. VAT*)

Perfect for individuals and small businesses new to social media, this plan focuses on establishing a clean, professional presence that aligns with your branding.

We'll help you set up and maintain consistent posting that keeps your audience informed and your brand visible.

What's Included:

- Setup or optimisation of up to 2 platforms (e.g., Instagram, Facebook, or LinkedIn).
- Profile branding: custom profile and cover images to reflect your brand style.

- Bio and About section written professionally to match your business identity.
- 2–3 branded posts per week (graphics or carousel posts).
- Integration of contact buttons, links, and website connection.
- Highlight covers (Instagram) for a cohesive visual style.
- Basic hashtag research and content recommendations.
- Monthly content plan and client approval before posting.
- Guidance and communication via email for small edits or adjustments.

Client Content Responsibilities:

To keep your social media authentic and relevant, the client is responsible for providing original photos and videos, particularly for platforms such as TikTok, Reels, or Stories.

We understand this can be time-consuming — that's why we're happy to offer guidance, creative ideas, and examples to help you capture great content.

All videos are professionally edited by us and shared with you for approval before posting.

Important Notes:

This plan focuses on brand visibility and consistency, not on guaranteed growth. Social media engagement (followers, likes, comments, reach, etc.) depends on platform algorithms, user behaviour, and content performance — factors beyond our control.

Our goal is to help your business look credible and professional online.

Standard Plan – Growth & Engagement

From £299/month (*excl. VAT*)

Our most popular choice, designed for growing businesses ready to strengthen their online presence.

This plan combines creative visuals, engaging copy, and steady posting to help increase brand recognition and audience interaction.

What's Included:

- Setup or optimisation of up to 3 platforms (Instagram, Facebook, LinkedIn, or TikTok).
- 3–4 posts per week, designed and scheduled for consistent engagement.
- Bespoke post design using your colours, logo, and branding.
- Monthly content calendar with approval before scheduling.
- Hashtag optimisation and caption writing for improved visibility.
- Basic engagement management (replying to messages or comments where agreed).
- Monthly summary report showing post reach and engagement trends.
- Email support and quarterly review calls.

Client Content Responsibilities:

Clients are required to provide any photos or video clips to be used in posts — particularly Reels or TikToks that feature your products, team, or workspace. We'll provide direction, prompts, and creative suggestions to make this easy for you. Once we receive your raw content, we'll handle all editing, formatting, and branding before sharing the final version for your review and approval prior to posting.

Important Notes:

We do not guarantee an increase in followers, likes, comments, or engagement metrics.

While our strategy and content creation are designed to encourage growth, results depend on your audience, activity level, and platform algorithms.

Our focus is on creating a strong, consistent presence and improving how your brand is seen online.

Premium Plan – Full Social Media Management

From £500/month (*excl. VAT*)

For established brands and growing businesses that want to elevate their online presence across multiple platforms.

Our Premium Plan delivers end-to-end social media management — from content creation and scheduling to community interaction and insights.

What's Included:

- Setup or optimisation of up to 4 social platforms.
- Daily posting (4– 5 posts per week, including Stories and Reels).
- Fully branded designs with custom templates for long-term use.
- In-depth content strategy development aligned with your brand objectives.
- Community management: monitoring comments, mentions, and direct messages (during agreed hours).
- Advanced hashtag and trend strategy.
- Monthly analytics report detailing growth, engagement, and insights.
- Quarterly strategy and content review meetings.
- Optional ad management and boosted campaigns (charged separately).
- Dedicated account manager for communication and project coordination.

Client Content Responsibilities:

Even at this level, we believe authenticity comes from you.

Clients are responsible for sending photos, short clips, or raw videos — particularly for TikTok and Instagram Reels.

Don't worry — we'll make this process easy by sharing creative ideas, examples, and filming tips to help you capture engaging material.

We then edit, enhance, and brand your videos, and share each one with you for approval before posting.

If you prefer us to produce original photo or video content on-site, this can be arranged as an additional paid service.

Important Notes:

We cannot guarantee a specific number of followers, engagement rates, or conversions.

Social media performance is influenced by factors such as audience interest, algorithmic visibility, and ad spending.

Our mission is to ensure your brand's social presence remains consistent, strategic, and visually professional — always aligned with your goals.

General Terms for All Plans

- **Client Materials:** Clients must supply any proprietary images, videos, or brand assets. If none are available, we can suggest suitable stock media or provide creative ideas.
 - **Approval Process:** All posts, visuals, and videos will be submitted for client review before scheduling.
 - **Revisions:** Minor changes to text or images are free before posting. Significant changes (e.g., full campaign redesigns) may incur extra charges.
 - **Payment & Renewal:** All plans are billed monthly in advance. Cancellation requires 14 days' written notice before the next billing cycle.
 - **Account Access:** Temporary account access may be required for setup and posting. All login credentials are stored securely and deleted after completion.
 - **No Guarantees:** We do not guarantee followers, likes, engagement, or conversions — performance depends on factors outside our control.
 - **Confidentiality:** All content, analytics, and communication are handled with strict confidentiality.
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In Summary

Our Social Media Management Plans are designed to make your brand look as professional online as it is in person.

You provide the authentic touch — the images, the behind-the-scenes videos, the real moments — and we'll handle the design, editing, and strategy that make them shine.

Together, we'll build a consistent, polished, and trustworthy digital presence that reflects your brand's true personality — without false promises or unrealistic expectations.

Feature	Basic Plan	Standard Plan	Premium Plan
Price (from)	£200/month (excl. VAT)	£299/month (excl. VAT)	£500/month (excl. VAT)
Number of Platforms	Up to 2 (Instagram, Facebook, or LinkedIn)	Up to 3 (Instagram, Facebook, LinkedIn, or TikTok)	Up to 4 (All major platforms)
Profile Setup / Optimisation	✓	✓	✓
Profile Branding (Profile + Cover Images)	✓ Custom design	✓ Custom design	✓ Fully branded suite
Bio & About Section Writing	✓	✓	✓ Advanced tone alignment
Posting Frequency	2–3 posts per week	3–4 posts per week	4–5 posts per week (inc. Stories & Reels)
Content Calendar & Scheduling	Monthly draft approval	Monthly approval & scheduling	Full calendar + weekly scheduling
Client-Provided Photos/Videos	Required for TikTok/Reels; guidance provided	Required for TikTok/Reels; creative ideas shared	Required for TikTok/Reels; full editing & concept guidance
Video Editing & Approval	✓ Basic trimming & branding	✓ Enhanced editing, shared for approval	✓ Advanced editing, transitions, captions, branding
Hashtag Strategy	Basic suggestions	Optimised hashtag research	Ongoing trend analysis
Engagement Management	—	Basic message/comment replies	Full community monitoring (within agreed hours)

Feature	Basic Plan	Standard Plan	Premium Plan
Reports & Insights	—	Monthly performance summary	Monthly detailed analytics & quarterly review
Ad Campaign Setup (Optional)	—	Available (extra cost)	Available (extra cost, includes strategy support)
Content Revisions	Minor edits before posting	Minor edits before posting	Minor edits before posting; strategic review each month
Account Access	Temporary (for setup)	Temporary (for setup & posting)	Secure posting access with dedicated manager
Client Support	Email support	Email + quarterly review call	Dedicated account manager
Contract & Renewal	Monthly, cancel anytime with 14-day notice	Monthly, cancel anytime with 14-day notice	Monthly, cancel anytime with 14-day notice
Guarantees	✗ No guaranteed followers or likes	✗ No guaranteed followers or engagement	✗ No guaranteed followers, engagement, or conversions
Confidentiality & Data Security	✓	✓	✓
Compliance	Governed by our Terms & Conditions	Governed by our Terms & Conditions	Governed by our Terms & Conditions