

TIME ESTIMATES

Organic Social Media



On average it takes about 15 minutes for one post which includes:

- Curating content from website or approved sources
- Copy for post
- Finding stock or client-approved images for post

ex: 3 posts a week on one platform = 45 minutes for the week

ex: 3 posts a week on two platforms = 1.5 hours for the week

If the same content can be shared across all channels then use the one platform estimate as a guide.

Our team can add a logo to a stock photo using Canva but anything outside of that (ie. creating a template or special image) will need to go through the graphic design team.

COMMUNITY ENGAGEMENT

15 minutes - 2 hours per week depending on the amount of messages/comments that need attention.

ORGANIC SOCIAL MEDIA REPORTING

1 - 2 hours a month

SOCIAL MEDIA PROFILE AUDIT

1 - 2 hours a month (Recommended every 12 - 18 months)

NEW CLIENT RESEARCH/GATHERING ASSETS

2 -4 hours

Designed for clients with no process or calendar in place. Includes gathering appropriate assets for content, creating a calendar template, looking over existing profiles, and learning more about the company we are creating content for. The more assets provided upfront the better.

**This is only an estimate. Time could change based on the scope of the project. Should any task go over the estimated time you will be notified before that happens.*