

REYMAR MEDIA

SOCIAL MEDIA MANAGEMENT SERVICES (COMMUNITY MANAGEMENT)

COMMERCIAL ADD-ON V3

💡 OPERATIONAL NOTE: These management plans are strictly **additional services (Add-ons)** designed exclusively to be applied to content and media assets produced by Reymar Media. They are not offered as standalone account management services.

SOCIAL MEDIA MANAGEMENT PLANS (MONTHLY)

ESSENTIAL MANAGEMENT PLAN — MULTIPLATFORM DISTRIBUTION **+\$300.00 USD / mo**

Focus: Operational scheduling, local market positioning, and digital consistency.

- **Professional Content Scheduling:** Native uploading and scheduling of audiovisual materials (photos and short-form videos) previously captured during production sessions.
- **Supported Platforms:** Fully optimized posting across **Instagram Reels, TikTok, and Facebook.**
- **Commercial Copywriting:** Crafting high-converting, engaging, and direct captions tailored specifically for the restaurant and hospitality industry for every post.
- **Local Hashtag Strategy:** Curation of geolocalized and niche-specific tags (e.g., #OcalaEats, #OcalaRestaurants) to maximize organic local reach and attract nearby diners.
- **Exclusion of Stories:** This plan is focused 100% on the main feed; therefore, it does not include the creation, design, or posting of daily or weekly Stories.
- **Exclusion of Engagement:** Does not cover monitoring, moderation, or responding to direct messages (DMs) or user comments.

ACTIVE MANAGEMENT PLAN — COMMUNITY GROWTH & FULL ENGAGEMENT **+\$500.00 USD / mo**

Focus: End-to-end profile management, direct customer service, and brand loyalty.

- **Everything included in the Essential Plan** (Multiplatform posting to Instagram, TikTok, and Facebook, specialized copywriting, and hashtag setup).
- **Professional Customer Service (DMs & Comments):** Active monitoring to professionally answer incoming inquiries, including pricing, hours, location, reservations, or sending direct menu links.
- **Commercial Support Stories:** Design, editing, and publishing of 2 to 3 Stories per week utilizing the captured asset library (highlighting daily specials, business updates, or weekend promos).
- **Performance Analytics:** Basic end-of-month metrics review and report to analyze which content pieces drove the highest engagement and retention.

MANAGEMENT SERVICE TERMS & CONDITIONS

Support Hours	Comment monitoring, DM management, and customer service responses (exclusive to the \$500 plan) are handled strictly Monday through Friday, from 9:00 AM to 6:00 PM EST . Off-hours or official holidays are not covered.
Billing & Terms	This recurring monthly service will be integrated into the main production invoice. Payments follow the same agreed-upon agency terms (50% upfront deposit / 50% final asset delivery or current billing cycle).
General Exclusions	This fee does not cover major public relations or reputation crisis management, phone support, or digital ad budget management (Paid Ads), unless customized and invoiced separately.

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