

FBMA Marketing and social media Scope of work

Social media services (1st January 2027 – 31 December 2027)

Contract:

1. Account Management: <ul style="list-style-type: none"> - Monthly Reports - Community Management - Copyright
2. Press release (Arabic and English) Each month 1
3. Creative post & Graphics
4. Content Creation <ul style="list-style-type: none"> - Ex: 2D Videos, creative post
5. Monthly Coverage (5 per month) <ul style="list-style-type: none"> - Videography - Photography - story + Post
6. Promo video (4 yearly) Important days or tournament announcement

Rate card (separated quotation- Based on Consumption):

1. Green/ white / grey screens special shooting / video and photoshoot
2. Live Coverage (streaming)

- **Community Management**
- **Reporting – weekly and monthly**
- **Strategies**
- **Copyright:**
 - Writing captions in Arabic and English for all social media creatives and community outreach (unlimited based on client request)
 - Quotes for higher management – employees – athletes
 - Media buying services

Creative post & Graphics (Up to 6 coverage per month)

- Creating post for the social media calendar:
 - 2D creative
 - 3D creative
 - Animation creatives
 - Reels and Short animated videos including cover graphics, audio should be given and be provided and selected carefully
 - Creating creatives based on shooting and campaigns throughout the retainer

Media & PR – if requested

- Press release - Arabic
- Press release - English
- Press Releases:
 - 12 press releases around the year (1 per month)
- Speeches and Interview answers and replies
- With distribution

General Comments:

- Consistency in (photography, videography, captions, hashtags)
- Story board and concept for each individual video
- Clear strategy for posting
- Creativity in shooting videos
- New ideas for each campaign
- Tagging partners and related accounts
- Engagement with audience continuously on all platforms
- Follow the algorithm of each platform in regard to posting, caption writing and hashtag
- Activate all the social media platforms (YouTube, Instagram, Facebook, Twitter, TikTok, LinkedIn and Snapchat) and uploading after each event recap.