

# SOP Template: Social Media Account Setup, Branding, and Management

This SOP details the process for **social media account setup, branding, and management**, covering the creation of accounts on relevant platforms, consistent brand identity implementation, content planning and scheduling, audience engagement strategies, monitoring and analytics, and regular performance reviews to ensure effective online presence and brand growth.

## 1. Purpose

To establish a standardized process for setting up, branding, and managing social media accounts to maximize brand visibility, audience engagement, and business growth.

## 2. Scope

This SOP applies to all employees and contractors responsible for managing the organization's social media channels.

## 3. Responsibilities

- **Marketing Manager:** Oversight and approval of branding and content strategy.
- **Social Media Manager:** Platform setup, implementation, daily management, and reporting.
- **Design Team:** Creation of brand assets and visual templates.
- **Content Team:** Copywriting, content scheduling, and engagement.

## 4. Procedure

### 1. Account Creation

- Identify relevant social media platforms (e.g., Facebook, Instagram, Twitter/X, LinkedIn, TikTok, YouTube).
- Create official accounts using the company domain email.
- Secure usernames/handles consistent with the brand identity.
- Store account credentials securely using an approved password manager.

### 2. Branding Implementation

- Upload high-resolution profile and cover images according to platform specifications.
- Apply consistent branding elements: logo, color palette, fonts, and bios across platforms.
- Complete account bios and links with up-to-date business information.

### 3. Content Planning and Scheduling

- Develop a content calendar (monthly/weekly) aligned with marketing initiatives.
- Define content types: educational, promotional, user-generated, behind-the-scenes, etc.
- Use approved scheduling tools (e.g., Hootsuite, Buffer, Later) for post automation.

### 4. Audience Engagement

- Monitor comments, messages, and mentions daily.
- Respond promptly and professionally to audience interactions.
- Utilize interactive content: polls, Q&A, live streams, stories, etc.

### 5. Monitoring & Analytics

- Track KPIs: follower growth, engagement rate, reach, click-throughs, conversions, etc.
- Review platform insights and third-party analytics weekly.

### 6. Performance Review & Optimization

- Prepare monthly performance reports for management.

- Analyze data and adjust content strategy as needed.
- Stay informed on platform updates and best practices.

## 5. Documentation & Records

- Keep updated records of all social media accounts and access credentials.
- Maintain an archive of published content calendars and performance reports.

## 6. Review & Revision

- This SOP shall be reviewed bi-annually or as needed to reflect changes in platforms, strategy, or business objectives.

## 7. Appendix

Platform	Recommended Image Sizes	Account Link
Facebook	Profile: 180x180px, Cover: 820x312px	<a href="https://facebook.com/yourbrand">https://facebook.com/yourbrand</a>
Instagram	Profile: 320x320px	<a href="https://instagram.com/yourbrand">https://instagram.com/yourbrand</a>
LinkedIn	Logo: 300x300px, Cover: 1128x191px	<a href="https://linkedin.com/company/yourbrand">https://linkedin.com/company/yourbrand</a>
Twitter/X	Profile: 400x400px, Banner: 1500x500px	<a href="https://twitter.com/yourbrand">https://twitter.com/yourbrand</a>
TikTok	Profile: 200x200px	<a href="https://tiktok.com/@yourbrand">https://tiktok.com/@yourbrand</a>
YouTube	Profile: 800x800px, Banner: 2560x1440px	<a href="https://youtube.com/@yourbrand">https://youtube.com/@yourbrand</a>

## 8. References

- Brand Guidelines Document
- Content Calendar Template
- Social Media Policy