Statement of Work – Social Media Consultancy

Content, SEO, analytics and publishing services under the Master Services Agreement

This Statement of Work (the **"SOW"**) is part of the Master Services Agreement (the **"MSA"**) between **Ataman Consulting Ltd** (company number 13597881) (the **"Provider"**) and the client named in the Contract Acceptance Form (the **"Client"**). The MSA applies to this SOW, and words defined in the MSA have the same meaning here.

ENGAGEMENT DETAILS

Item	Where it is recorded
Service line	Social Media Consultancy (brand: Ataman Consulting)
Client, contacts, start date and duration	Contract Acceptance Form
Fees, payment term and invoicing	Contract Acceptance Form; otherwise the invoice terms apply
Platforms	Contract Acceptance Form or accepted proposal
Monthly content volume	Contract Acceptance Form or accepted proposal
Reporting frequency	Contract Acceptance Form or accepted proposal
Milestones (where relevant)	Accepted proposal or project plan

1. SCOPE OF SERVICES

1.1 The Provider shall provide the following Services, as selected for the engagement:

(a) social media strategy and content calendar;

(b) content creation, including copy, images, graphics and short videos;

(c) scheduling and uploading approved content to the agreed platforms;

(d) search engine optimisation (SEO) for the website and profiles;

(e) performance analytics and reporting;

(f) profile set-up and optimisation;

(g) paid advertising set-up and management, where selected.

1.2 Any additional scope or exclusions are recorded in the Contract Acceptance Form or an accepted proposal. Work not described there or in this SOW is out of scope and requires a change agreed under the MSA.

2. DELIVERABLES

(a) a monthly content calendar for approval;

(b) published posts in line with the approved calendar;

(c) a performance report at the agreed frequency;

(d) SEO recommendations and a summary of changes made.

3. FEES

3.1 Fees may be charged as a fixed price, day or visit rate, monthly retainer or per session, as recorded in the Contract Acceptance Form. Unless otherwise stated there, the payment terms shown on the invoice apply.

4. CLIENT RESPONSIBILITIES

4.1 The Client shall give the Provider role-based access (for example editor or admin roles) to the agreed accounts and shall not share personal passwords.

4.2 The Client shall supply brand guidelines, logos, product information and any photographs it wants used.

4.3 The Client shall review and approve content within 3 Business Days of receiving it.

4.4 The Client shall pay any advertising spend directly to the platforms.

5. SERVICE-SPECIFIC TERMS

5.1 The Client owns its social media accounts, pages and followers. The Provider's access shall be removed at the end of the engagement.

5.2 The Provider shall not publish content without the Client's approval. If approval is not received in time, the content is held and the schedule may move.

5.3 The Client confirms it has the rights to all materials it supplies. The Provider uses its own, licensed stock or AI-generated images and shall tell the Client, on request, which images are AI-generated.

5.4 The Client is responsible for the accuracy of claims made about its products and services, including under the CAP Code of the Advertising Standards Authority.

5.5 The Provider does not guarantee any number of followers, engagement, search rankings or sales, which depend on platform algorithms and other factors outside its control.

5.6 On full payment, the Client may use the final published content without restriction. The Provider keeps its templates, workflows and unpublished drafts.

6. PERSONAL DATA

6.1 Where the Provider processes personal data on the Client's behalf under this SOW, the Data Processing Agreement applies.

ACCEPTANCE

This document is accepted by signing the Ataman Consulting Contract Acceptance Form, electronically or by hand. The version accepted is the version shown in the footer and published at atamanconsulting.co.uk/legal/sow-social-media-consultancy.pdf on the date the form is signed. The Client's details, the agreed fees and any special terms are recorded in that form.

A typed name with confirmation of acceptance through the Provider's signing platform is an electronic signature and has the same effect as a handwritten signature.