



Instagram Management
Guidelines

2022

Thank You!

If you are seeing this, then you are one step closer to the Instagram of your dreams!

Let's get started:

ASTERIA MEDIA CO regulations for social media management include but are not limited to:

Client will not post their own content to their feed. The feed is created by ASTERIA MEDIA CO with strategy and purpose, and this includes the visual appearance of the feed as a whole. Adding content to this flow will throw the plan off and will affect your success.

Specifically requested content is required to be submitted to ASTERIA MEDIA CO on or before the 15th of the previous month. For example, if you want to run a promotion in September, your request for this content to be created needs to be submitted prior to August 15th. The same can be said for your own generated content that you would like posted. For example, if you have taken photos of your client work that you would like showcased in the feed for the following month, this will also need to be submitted by the 15th. If something comes up last minute that you want posted, you will need to post via the Instagram Story feature.

Graphic content created by ASTERIA MEDIA CO will be treated the same as client generated content. ie; if you want us to post your photos to your feed, you will not get a discount because you are "providing your own content". This type of content requires it's own set of preparation and adjustments to make it appropriate and visibly attractive for your feed.

ASTERIA MEDIA CO reserves the right to increase pricing plans at any point, however, must give 3 months notice to current clients. Current clients must confirm whether or not they would like to continue with ASTERIA MEDIA CO after the 3 months, at the new rate, at or prior to the beginning of the second month.

When agreements are terminated, ASTERIA MEDIA CO will compile a complete report on Instagram growth from the start of agreement until the end.

All content created and posted in the feed will include a tag (not a written @mention) to ASTERIAMEDIACO. This does not apply to stories.

If your plan includes Instagram Ad Management, your ads will be created and managed by ASTERIAMEDIACO. This cost does not include the budget set for the ad campaign - this will cost you separately paid directly to FACEBOOK. Ad Campaigns must be submitted prior to the 15th of the previous month along with content submissions.

ASTERIAMEDIACO will submit monthly content calendars to client on or before the 20th of the previous month. For example, you will receive the September content calendar on or before August 20. This content must be approved before the 25th of the previous month; in this case, August 25. This is to ensure proper scheduling and to allow for any changes to content that may be required. If client does not respond to content calendar, the content will not be posted. You will not receive compensation for the posts missed, and will simply forfeit these posts for that month. These will not be made up elsewhere. **ALWAYS REMEMBER TO APPROVE CONTENT CALENDARS PRIOR TO THE 25TH OF THE MONTH TO AVOID THIS.**

You will be required to complete payment for upcoming month PRIOR to the 1st of the month. If payment is not complete prior to this date, client will forfeit content for those days. If payment has not been made by the 3rd of the month, client will be given a strike against their account. **If this occurs again, their contract with ASTERIA MEDIA CO will be terminated immediately.**

If you are going to be absent and without means of contacting ASTERIA MEDIA CO for the above communications, it is required that you inform us of this ahead of time and allow us to work together to ensure content is prepared for the upcoming month and payment is sorted prior to leave of absence.

ASTERIA MEDIA CO will not perform any virtual assistant duties, such as answering private messages (inbox) or scheduling appointments. If it is included in your plan, ASTERIA MEDIA CO will engage with comments on posts to build help community. If visitor is inquiring about services or customer service, ASTERIA MEDIA CO will respond by telling them that someone from "our team" will reach out via DM's. You will be required to handle communications with this visitor.

By purchasing one of our plans, you are agreeing to the above guidelines.