



# PROPOSAL KIT SAMPLE

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# SOCIAL NETWORKING SERVICES AGREEMENT

THIS AGREEMENT is made this <<CurrentDay>> day of <<CurrentMonth>>, <<CurrentYear>> by and between <<Company>> ("Company") and <<CustCompany>> ("Customer").

## Recitals

- A. Company has experience and expertise in the development of social networking ("social networking platform") strategies for web pages, web sites and other computer networks.
- B. Customer desires to have Company develop and deploy social networking strategies and a custom social networking site, design a social networking campaign, provide custom programming and integration services and other services as outlined in Exhibit B, attached herein (the "Specifications").
- C. Company desires to develop Customer's social networking strategy and services on the terms and conditions set forth herein.

## Agreements

In consideration of the mutual covenants set forth in this Agreement, Customer and Company hereby agree as follows:

### 1. Development of Social Networking Strategy and Optimization Services.

Company agrees to create, install, edit, manage, develop and employ custom social networking strategies according to the terms listed on Exhibit A attached hereto.

### 2. Specifications.

Company agrees to develop the social networking pursuant to the Specifications set forth in Exhibit B.

### 3. Delivery Dates and Milestones.

Customer Initials \_\_\_\_\_ Company Initials \_\_\_\_\_

Company will use reasonable diligence in the development of the social networking services and endeavor to deliver to Customer all deliverables and milestones, no later than <<DeliveryDate>>. Customer acknowledges, however, that this delivery deadline and the other payment milestones listed in Exhibit A are estimates, and are not required delivery dates. Company will retain all documents, source code, password lists and other assets employed or created for Customer during the execution of this agreement. Customer will only receive the output formats of Company's work where applicable. The output is to be used only within the scope of the project as outlined in Exhibit A. Customer shall retain all of its intellectual property rights in any text, images or other components it owns and delivers to Company for use in the social networking services rendered under this agreement.

#### **4. Services Provided.**

Social networking services are intended to establish for the Customer a presence across multiple social networking platforms as outlined in Exhibit B. Services may include specific campaigns to drive traffic to or build membership in various social networking platforms, as well as reporting results on an ongoing and timely basis. Social networking services may include, but are not limited to the following.

##### **4.1 Social Networking Site Selection.**

Company will provide a comprehensive list of social networking sites and platforms based upon research completed by Company and presented to Customer that best suits the demographic Customer is trying to reach with its social networking efforts.

##### **4.2 Social Networking Site, Page or Account Creation, Edits and Custom Programming.**

Company will create or edit Customer's existing social networking site(s), page(s) or account(s) as deemed necessary by Company in order to meet the goals as stated in the Specifications.

Company will register << Insert the social networking domain count >> additional domains to be used as gateways to improve social networking

services. Registration shall be in Customer's name and a schedule of fees for maintaining the additional domains shall be billed to Customer accordingly.

Company will create << Insert additional campaigns >> additional campaigns for the purpose of targeting specific agreed-upon demographics in order to drive interest in Customer's social networking efforts. These campaigns will be placed in locations determined to be most effective and at Company's sole discretion.

Company may employ proprietary techniques, coding and other resources, as it deems necessary to improve Customer's social networking efforts. Company reserves the right to create specially coded Web Pages to prevent competitors from copying code or any resources employed by Company.

#### **4.3 Software.**

Company will install, update, upgrade and configure the following software packages (the "Installation" or the "Software") as required by the Specifications, and provide documentation and instructions to Customer on using all Software installed by Company. Company shall provide <<Hours>> hours of training to Customer, and turn over all disks, CD-ROMs, digital media, downloads, links or other Software purchased for Customer under this Agreement to Customer. Company shall not be responsible for keeping copies, back-ups or any other form of the Software after turning over the original copies to Customer. Company will not maintain the Installation, updates, or any daily tasks required for the maintenance of the Software under this Agreement unless otherwise specified in Exhibit B.

Company will not manage or maintain copies of licenses for any of the software packages or installations under this Agreement. All licenses for software installations will be turned over to Customer upon execution of this Agreement.

#### **4.4 Social Networking and Management Services.**

Company will manage Customer's social networking accounts and pages

as stated in the Specifications.

<< Insert services related to specific social networking accounts and other disclaimers (if used). >>

Company will create custom reports for social networking efforts and positioning of Customer's social networking Site(s) or other custom Pages created by Company under this Agreement. Company will provide detailed reports as required by the Specifications and shall endeavor to provide the reports to Customer in a timely manner. Customer acknowledges that any reports provided by Company are to be considered estimates based on industry standard reporting software and techniques and shall never be construed as an exact counting of each and every submission.

<< Insert exclusions to reporting and other disclaimers (if any). >>

Company will provide

## DEMO CONTRACT

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<https://www.proposalkit.com/html/legal-contract-templates/specialty-project-contracts/social-networking-services-contract-template.htm>

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Customer Initials \_\_\_\_\_ Company Initials \_\_\_\_\_

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