

1

## WILL YOU BE DIRECTLY HANDLING MY ACCOUNT AND IF NOT, WHO?

What is your background and do you have a proven track record?.

2

## WHERE CAN I FIND CURRENT & PAST EXAMPLES OF YOUR WORK?

You want to see what kind of work they are producing. Is it in line with what you want?

3

## HOW WILL WE TRACK ROI?

What is your process for reporting? What does success look like? And how will we measure it?

4

## HOW DO YOU HANDLE A SOCIAL MEDIA CRISIS OR EMERGENCY?

You want to know that they can correct things and respond in a manner that speaks for you.

5

## HOW DO YOU COME UP WITH YOUR STRATEGIC PLAN?

Do you provide content (images, SEO, keywords and hashtags) or am I to provide it?

6

## WHAT DOES SUCCESS LOOK LIKE, AND HOW WILL WE MEASURE IT

How does your product or service actually work? Show some examples.

7

## WILL YOU BE ENGAGING WITH MY FOLLOWERS ON MY BEHALF?

Give me an example of a response.

8

## HOW OFTEN WILL YOU BE POSTING?

Why this amount of time and not more or less?

9

## WILL YOU PROVIDE A SOCIAL MEDIA AUDIT BEFORE WE START?

Will I get an audit monthly or quarterly?

10

## WHAT IS THIS GOING TO COST?

Get your fee's upfront. Know if there will be additional costs. (typically ads will cost you additional.