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SOP Pack

Social Media SOP Pack for Agencies

A collection of plug-and-play templates to help agency teams streamline their content creation, client approvals, reporting, and communication workflows.

Designed for: Agency Owners / Team Leads

MarketersClique

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Welcome & How to Use This SOP Pack

This SOP (Standard Operating Procedure) kit is built to help agency owners:

- Simplify team workflows and communication
- Maintain consistency across clients
- Deliver a more professional, repeatable service

Who it's for:

Social media agency founders, team leads, operations managers, and content heads.

How to use it:

- Copy the templates and customize them to your agency's structure
- Share with your team for unified execution
- Use for onboarding, delegation, and documentation

About Marketers*Clique*

MarketersClique is a private community for social media marketers — including freelancers, agency owners, strategists, and in-house teams.

Inside you'll find:

✅ Behind-the-scenes systems from top-performing agencies
✅ Real feedback loops on workflows, client experience, and scale
✅ Templates, swipe files, and onboarding docs like this one
✅ Private events and job collabs

Join 1000+ marketers improving their brand systems and marketing ops daily.

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SOP Templates Included

SOP 1:

Content Creation Workflow

- Client brief intake form (Notion/Google Form)
- Content calendar template (Notion or Sheets)
- Creation → Review → Approval → Publish stages
- Team roles: Strategist, Creator, Designer, QA, Scheduler
- Weekly sync or async update structure

SOP 2:

Client Approval Process

- Client onboarding flow with form + shared folder
- Draft delivery protocol (email or shared doc + status tags)
- Approval rounds: Max 2 (include revision tracking)
- 72-hour response window policy
- Feedback guide for clients (how to review and suggest changes)

SOP 3:

Reporting Template & Cadence

Monthly reporting template (Google Slides or Notion page)

- **Metrics**: Reach, Engagement, Growth, Top Content
- **Commentary**: What worked / What to test next
- **Optional**: Loom walkthrough video for async reporting
- **Delivery**: Every 30 days (last Friday of the month)

SOP 4:

Team Communication & Task Management

- Internal task board template (Trello, ClickUp, or Notion)
- Weekly check-in doc (with wins, blockers, and priorities)
- Slack/Email guidelines: response expectations + etiquette
- Content QA checklist before delivery

Streamline With Community Insight

MarketersClique helps agencies:

- Build smarter SOPs that actually get used
- Benchmark your workflows with similar-sized teams
- Swap templates, onboarding docs, and reporting decks
- Get operational support from 1000+ other growth-minded marketers

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