

# The Social Media Agents - Confidentiality & Service Agreement

This Agreement is between The Social Media Agents (Agency) and the undersigned restaurant (Client).

**PURPOSE:** To protect confidential information and define the social media services provided by Agency.

**CONFIDENTIALITY (NDA):** Both parties will keep confidential all non-public information. Agency will not disclose Client's confidential information without written consent. Obligations survive termination of this Agreement.

**SERVICES:** Agency will manage content, posting, engagement, review response, and digital strategy across Instagram, TikTok, Facebook, and Google Business, as agreed in writing.

**FEES & PAYMENT:** One-time setup fee: \$2,500. Monthly packages: Basic \$1,000; Growth \$1,800; Premium \$3,500. Ad spend is paid separately by Client (minimums: \$300 / \$500 / \$1,500). Payments due monthly in advance.

**TERM & TERMINATION:** Term is twelve (12) months and auto-renews unless terminated in writing. Client agrees to a minimum engagement of six (6) months. Early termination before six months requires payment of the remaining balance of the six-month minimum. After six months, Client may terminate with thirty (30) days written notice. Setup fee is non-refundable.

**OWNERSHIP OF CONTENT:** Client owns all final photo, video, and social media content created under this Agreement. Agency may use anonymized work for portfolio purposes unless Client opts out in writing.

**LIMITATION OF LIABILITY:** Agency will not be liable for indirect or consequential damages. Maximum liability is limited to fees paid by Client for the services in dispute.

**GOVERNING LAW:** State of California.

**SIGNATURES:** Authorized Representative, Agency: \_\_\_\_\_ Authorized Representative, Client: \_\_\_\_\_ Date: \_\_\_\_\_