

Social media scope scorecard

Compare proposals using the same requirements. Score each row 0 for missing, 1 for partial and 2 for clear. Use the gaps to settle scope before choosing a team.

Brand _____ Provider _____ Date _____

Area	Record in the proposal	Score / notes
Content	Counts by format; original concepts versus adaptations	
Production	Who supplies products, footage and people on camera	
Shoots	Days or hours, location, travel, props and output	
Publishing	Platforms, dates, captions and cover designs	
Approvals	Decision-maker, deadlines and revision allowance	
Community	Response hours, message handling and sales handoff	
Reporting	Measures, review frequency and next decisions	
Files and access	Account access, deliverable files and usage terms	
Paid work	Ad management, media and creative scope if included	
Commercials	Full fee, exclusions, taxes and notice period	

Compare the complete cost

Management _____ + extra production _____ + creator / usage _____ + media _____ + other agreed costs _____ = total _____

Avoid counting an included shoot or edit twice. This is a scope-clarity score, not a prediction of campaign performance.

The three gaps to settle

1. _____
2. _____
3. _____