



Social Media Growth Strategist Agreement

Medical Research Spot (MRS) is a medical research and educational platform serving: medical students, residents, doctors, pharmacy students, researchers, and healthcare professionals. This Agreement defines the terms under which the Contractor will support the Client in improving: Instagram growth, visual identity, content presentation, audience engagement, reel performance, branding consistency, and overall digital visibility.

TERM OF AGREEMENT

This Agreement shall begin on [20.June.2026] and continue for a period of six (6) months, unless terminated earlier according to this Agreement.

NATURE OF COLLABORATION

This is a: remote, paid, project-based collaboration.

The Contractor is considered an independent contractor and not an employee, partner, or representative of the Client.

PROJECT OBJECTIVES

The Contractor will support Medical Research Spot (MRS) in building a stronger and more recognizable digital presence within the medical and academic community. Main objectives include:

- Increasing the Instagram audience to more than 10,000 followers within six months
- Building a highly targeted audience primarily composed of medical students, residents, doctors, pharmacy students, researchers, and healthcare professionals
- Achieving approximately 70%–80% Jordan-based audience targeting
- Improving overall reach, visibility, engagement, and audience retention
- Increasing: saves, shares, comments, profile visits, reel performance, and discoverability
- Strengthening the professional image and online visibility of the MRS platform
- Supporting measurable growth in audience interaction, recruitment visibility, and platform expansion
- Building a recognizable medical-academic visual identity for the platform

The Contractor is expected to prioritize: audience quality, medical relevance, professional presentation, and strategic audience targeting over generic viral content.

CONTENT & DELIVERABLE EXPECTATIONS

During the six-month collaboration period, the Contractor is expected to provide approximately:

- 50–60 professionally formatted Instagram posts
- 15–20 reels optimized for audience retention and high reach
- Story templates and story content support when needed
- Reel covers and post formatting aligned with approved branding
- Multiple branding and template concepts before final approval
- Visual systems for: posts, reels, highlights, and story formatting

The Contractor is expected to maintain consistent activity and professional presentation throughout the collaboration period.

Content quantity may vary depending on: campaigns, platform needs, educational seasons, and strategic direction.

CONTENT PROVISION

The Client will provide: educational content, research material, medical information, platform details, and strategic direction.

The Contractor's role is to professionally transform the provided material into: modern, visually appealing, audience-focused, and high-reach digital content.

The Contractor may optimize: captions, hooks, transitions, visual flow, reel structure, and formatting style to improve performance while maintaining professional medical presentation standards.

TEMPLATE, BRANDING, & VISUAL IDENTITY RULES

Before beginning final content production, the Contractor must review: the MRS Instagram page, current visual direction, platform structure, and branding approach.

The Contractor must provide multiple template and branding options before final approval.

The Client is not requesting exact copies of previous templates, but expects: a similar professional quality, modern medical-academic presentation, strong visual consistency, and recognizable platform identity.

Every: post, reel cover, story template, highlight cover, and visual asset must include:

- the MRS logo or watermark,
- website link or platform reference,
- and consistent medical-academic presentation.

No final template, layout, typography, transition system, color palette, or reel style may be used without Client approval.

The Contractor must maintain: consistent branding, strong visual identity, professional formatting, and recognizable presentation style throughout all content. The Client reserves the right to: reject templates, request revisions, require visual modifications, and request branding adjustments before publication.

Name: _____

Signature: _____

Date: _____



REELS & CONTENT PRESENTATION EXPECTATIONS

The Contractor is expected to create: modern, professional, high-quality, and audience-focused reels and social media content. The content should professionally explain: the MRS platform, website categories, educational services, research opportunities, academic initiatives, recruitment systems, and medical/research-related content. The Contractor should use: modern editing styles, smooth transitions, audience-retention strategies, strong hooks, and professional storytelling techniques. Content should be optimized for: high reach, audience retention, discoverability, saves, shares, profile visits, and engagement. The Contractor is expected to prioritize: professional medical presentation, strategic audience targeting, and platform credibility over low-quality viral trends.

SCOPE OF WORK

Responsibilities include:

- Designing and formatting Instagram posts, reels, and stories
- Creating visually engaging and professional social media assets
- Developing reel covers, post templates, and story templates
- Creating high-performing content optimized for: views, saves, shares, comments, profile visits, engagement, and audience retention
- Supporting audience growth and digital visibility
- Improving reel performance and discoverability
- Maintaining professional branding consistency
- Supporting recruitment visibility and educational platform expansion through strategic social media presentation

PAYMENT STRUCTURE

To ensure professional commitment and project security for both parties, payment for this project will be divided into milestones.

Payment structure:

- 15% upfront upon agreement signing and project confirmation
- 35% after approval of branding direction, templates, and first completed content batch
- 50% upon final project completion and delivery

The total agreed payment for this project is: 350-450 USD

No full payment will be made before completion of the agreed work.

REVISIONS

The Contractor agrees to complete reasonable revisions requested by the Client, provided the revisions remain within the agreed project scope. The Client may request revisions related to: templates, branding, formatting, reel style, transitions, visual presentation, captions, and content structure.

COMMUNICATION

The Contractor agrees to maintain professional and timely communication throughout the collaboration period.

Communication may occur through: email, WhatsApp, Google Meet, or another mutually agreed platform.

The Contractor should regularly update the Client regarding: progress, drafts, revisions, approvals, and completed work.

CONFIDENTIALITY

The Contractor may receive access to: unpublished content, internal strategies, audience information, growth plans, recruitment-related information, and platform development strategies.

The Contractor agrees not to: share, distribute, publish, copy, or disclose any confidential information related to MRS without written permission from the Client.

CONTENT OWNERSHIP

All: content, templates, branding materials, educational information, research-related material, and platform assets provided by the Client remain the property of the Client. Any work created for MRS under this Agreement shall belong exclusively to the Client. The Contractor may not reuse, redistribute, resell, or republish MRS-specific branding, templates, or platform materials without written permission.

TERMINATION

Either party may terminate this Agreement if:

- communication becomes repeatedly absent,
- work quality falls significantly below expectations,
- confidentiality is breached,
- content is published without approval,
- branding requirements are violated,
- or the project can no longer reasonably continue.

The Client reserves the right to pause or terminate the collaboration if professional standards or agreed expectations are not met.

I acknowledge and accept all terms of this agreement and understand that I am fully responsible for complying with its conditions

Name: _____

Signature: _____

Date: _____