



DIGITAL

BRAND SOCIAL: BRANDED CONTENT PROCESS

2022

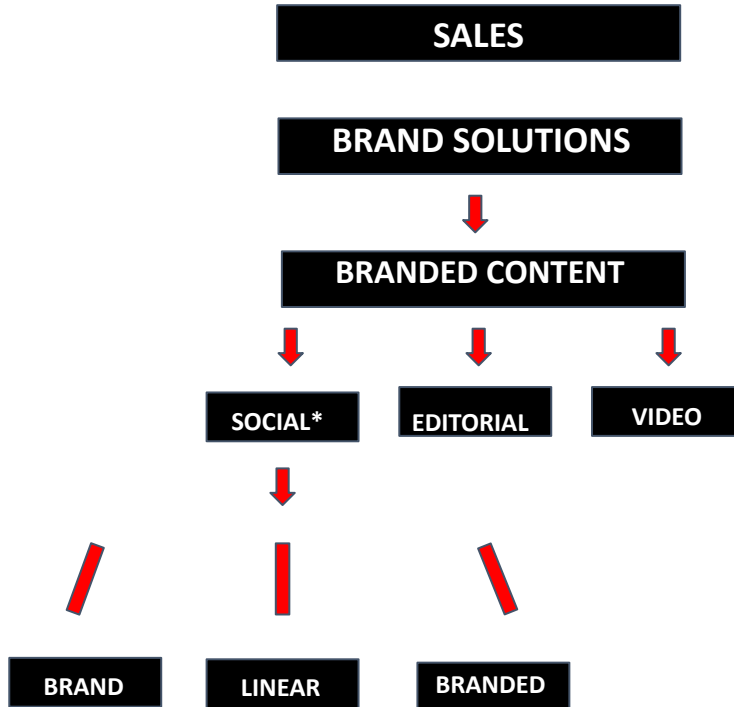


THE ROLE

The Social Media Producer, Branded Content Lead will be responsible for all branded content on BET's social media. The candidate leads sold social media activations, assuring that all assets and copy, provided by Brand Solutions are up to standard. They will then be responsible for publishing content and submitting live links. This process might also include submitting video assets for captioning. The candidate will also ideate and help produce social-first concepts in collaboration with Brand Social - with final approval from VP of Social.

The Social Media Producer, Branded Content will work directly with the Branded Content team, lead by Janelle Stiell, to ensure that all proposed and confirmed branded executions fall within BET's social platform guidelines and adhere to brand tone, voice and core audience. This will also include editing copy, scheduling posts, and delivery of live links to the Brand Solutions team to confirm full campaign delivery. As a content team liaison, this role will manage the inquiries and expectations of Brand Solutions team when it comes to RFP's, opportunity decks, and activations.

TEAM STRUCTURE



*REPORTS TO VP OF SOCIAL

PROCESS: RFP INTAKE, PRE-SALES

1. Notification of Client RFP
2. Branded Content Manager to relay initial request
3. Branded Content Social Lead to assess concepts from:
 - social content calendar
 - quarterly & tentpole decks
 - concept one sheets
4. Branded Content Social Lead to e-mail social team leads* with proposed concepts for review & approval.
5. Branded Content Social Lead to relay information to BC Team for feedback & questions.
6. Branded Content Social Lead to make adjustments & edits per BC Team's recommendations, assuring alignment from Social.
7. Branded Content Social Lead to present social-first concepts to Brand Solutions for final consideration.

*VP of Social, Senior Director, Brand Director, Senior Producer

PROCESS: SOLD/ACTIVATION

1. E-mail from Brand Solutions Manager notifying Branded Content Social Lead of sold/activation campaign.
2. Branded Content Social Lead to confirm receipt and notify Branded Content team of activation.
3. Branded Content Social Lead to review provided content grid assuring all captions, brand @tags, links, creative asset file links and other relevant information is provided.
 - For Video Assets: asset links to be provided to social lead in advance if captioning is required. Social lead to submit video caption request, via Bridge, at least 24 hours prior to when post is scheduled. [[caption request tracker](#)]
 - For brand @tags on Facebook, Brand Solutions must provide client's URL link to assure correct tagging.
4. Branded Content Social Lead to reference Sprinklr for cadence and scheduling, while adhering to client & brand solutions timelines.
5. Branded Content Social Lead to publish content & provide live links to Brand Solutions Manager via the content grid.

PROCESS: DECK CREATION

1. Deck due date & details to be provided by Branded Content Managers.
2. Branded Content Social Lead to coordinate brainstorm with social media team (brand & linear).
3. Branded Content Social Lead to refine submitted ideas and present to VP of Social for review and vetting.
4. Make revisions and updates as advised by VP of Social.
5. Branded Content Social Lead to present social-first ideas to Branded Content team.
6. Make revisions and updates as advised/needed.
7. Branded Content Social lead to flesh out & finalize ideas.
8. Branded Content Social lead to present ideas in review meeting along with key BET Digital leads.

(repeat steps 6-8 until deck is completely finalized for Sales)