

Social Media Budget and Expense Reporting Protocol



Position: Social Media Coordinator
Department: Marketing and Communications
Monthly Budget: \$50

Purpose:

The monthly budget allocation of \$50 is provided to the Social Media Coordinator to cover necessary expenses incurred in the creation of engaging Instagram reels and posts aimed at marketing and promoting downtown businesses. This budget is intended to enhance our social media presence by allowing for the purchase of small-scale resources needed to produce high-quality content.

Guidelines for Use:

1. Eligible Expenses:

- Props for photography or video shoots.
- Small digital assets like stock images or background music licenses.
- Tools or applications that enhance the quality of social media content.

2. Expense Reporting and Approval Process:

- All expenses must be documented and reported on a monthly expense report.
- Expenses must be coded correctly to the appropriate account to ensure accurate bookkeeping and budget tracking.
- The Social Media Coordinator must submit all receipts along with the expense report to their direct supervisor for approval.
- Expenses exceeding the monthly budget of \$50 must receive prior approval from the supervisor.

3. Reimbursement Procedure:

- Upon approval of the expense report by the direct supervisor, the report and receipts will be forwarded to the accounting department for processing.
- Reimbursements will be made according to the DCBA's standard payroll schedule.

4. Accountability and Transparency:

- The Social Media Coordinator is expected to manage this budget prudently and responsibly, ensuring that all expenditures directly contribute to the promotion of downtown businesses.

- Misuse of funds or failure to comply with reporting requirements may result in disciplinary actions, including revocation of budget privileges.

Objective:

By providing a dedicated budget for social media content creation, DCBA aims to empower the Social Media Coordinator to actively engage with our community online, promote our local businesses, and enhance the visibility of downtown attractions. This initiative is expected to contribute significantly to our digital marketing efforts, driving both traffic and engagement on our social media platforms.