

due), the other party may terminate this agreement by providing a written notice by certified mail to the defaulting party.

IN WITNESS WHEREOF, the parties have executed this agreement

on 12/1/2023, at, California.

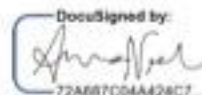
HILLCREST BUSINESS ASSOCIATION

Contractor

By:



By:



**Attachment A: scope of work**

**Contractor agree to provide the following:**

- Utilize HBA social media photo library and other sources to provide at least four weekly social media posts between Hillcrest's two Facebook and two Instagram platforms that promote the community, businesses in the community, or the HBA's events.
- Utilize social media amplification strategies and alternative social media tools (such as Instagram Reels and Facebook Stories) including use of identified social media tags, sharing of posts, and solicitation of influencers to share posts.
- Engagement with the HBA's online community by responding to tags, posts, shares and messages.
- Provide measurement and metrics of campaigns, platform growth, and other key performance indicators.
- Attend a monthly committee meeting to discuss ongoing social media strategy.

**Fees:**

Contractor shall be paid \$2,000 monthly, within 20 days, upon receipt of an invoice.

Fees shall be paid by check.

**Attachment B: Conflict of interest policy**

- No contract may be entered into by the Hillcrest Business Association if one of its officers, members, directors, committee members, staff members or volunteers has a