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Corporate Marketing | Service Level Agreement (SLA)

Social

Guidelines:

The social media team owns DigiCert's corporate social handles. A content calendar drives the strategy for LinkedIn and X (our priority platforms) to create strong engagement.

We carefully manage our content calendar to ensure a balanced and strategic approach that aligns with our brand and messaging, putting authentic engagement at the forefront of our social media efforts—rather than just pushing out content. While we value collaboration and ideas from all teams, we retain the final decision to maintain consistency and quality. Adequate lead time is essential, as our calendar is built monthly, and our design and content teams need time to create high-quality assets.

Desired date and/or absolute deadline

When requesting a post on social, you will need to supply the team with sufficient information to determine what Creative assets are needed. Once the concept is approved by Social, it will move forward to Design, and potentially Copywriters, depending on asset. If the content is already created, the post will be added to content calendar at the social team's discretion—not all requests will be approved, as posts must align with DigiCert's corporate priorities.

Requests for inclusion on the social calendar must be made the last week of the month for consideration in the next month's calendar.

Post content that is already created
At least 1 week lead time

Post concepts
At least 3 weeks lead time

Trust Champions content
2 business days

What is the process for submitting a social media post?

Contact **Christina knittel** directly for all social media post requests.

Please include:

- [ ] Brief description of the post (event, webinar, concept, etc)
- [ ] Draft of the caption
- [ ] Links (tracking links when appropriate)
- [ ] Graphics (work with Julianna to create tickets for Creative team requests) and photos
- [ ] People/groups to tag