



## SOCIAL MEDIA CAMPAIGN WORKSHEET

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**Company Name:**

**Team Members and roles:**

**Website:**

**Campaign Name:**

**Summary of Campaign:**

**Timeline for the campaign:**

**What are your business goals for this campaign? (e.g. Increase brand awareness, increase sales):**

**What are your social media goals for this campaign? (e.g. Increase number of followers, increase engagement, increase engagement with specific influencers or constituents):**

**Who is your audience? (e.g. customers, potential clients, the media, thought leaders in a specific industry):**

**List all of your social media channels and followers/likes:**

Platform (e.g. Twitter)	URL	Current Likes/Followers	6 mo. goal

**Which metrics do you want to measure (e.g. retweets, reach, followers)?**

**What hashtag will you be using for this campaign?**

**What visual assets do you currently have to use for this campaign (photos, graphics, videos, icons)?**

**Will you need to develop new visual assets and if so, what is the budget?**

**Do you have a creative brief for the campaign to help guide creation of new content, graphics and materials?**

**Do you have existing messaging or talking points that should be used for the campaign or will those need to be developed?**

**Paid Social Media & Analytics**

<b>Tactic</b>	<b>Yes</b>	<b>No</b>	<b>Budget (estimated)</b>
<b>Paid Social (Facebook, Twitter, Instagram, etc).</b>			
<b>Blogger Outreach &amp; Engagement</b>			
<b>Influencer Marketing (e.g. Traackr, Klout)</b>			
<b>Google Adwords</b>			
<b>Analytics (e.g. Google Analytics, Simply Measured, Hootsuite, etc). Please list:</b>			