



Social Media Campaign Template

CAMPAIGN GOAL

WHAT THE
CAMPAIGN
WORKS TO
ACHIEVE

CALL-TO-ACTION

WHAT AUDIENCE IS
ASKED TO DO

CAMPAIGN CALENDAR

START DATE

END DATE

PRE-CAMPAIGN
PROMOTION
RELEASE DATES

PEAK DATES

SCHEDULED
FOLLOW UP POST
DATES

SOCIAL MEDIA PLATFORMS

	PRIMARY	SECONDARY
FACEBOOK		
TWITTER		
LINKED-IN		
YOUTUBE		
INSTAGRAM		
SNAPCHAT		
PINTEREST		
OTHER		
OTHER		

DIGITAL ASSET MANAGEMENT

	LINK	DESCRIPTION
LANDING PAGE		

WEB FORM - E-COMMERCE		
WEB FORM - DONATION / PETITION		
WEB FORM - EMAIL SIGN-UP		
GRAPHICS		
VIDEOS		
USER-GENERATED CONTENT		
EARNED / PAID MEDIA		
OTHER		
OTHER		

METRICS		
	GOALS	TRACKING TOOLS
PURCHASES / DONATIONS		
EMAIL ADDRESSES GATHERED		
PETITION / PLEDGE SIGNATURES		
WEB VISITS / CLICK-THROUGHS		
USER-GENERATED CONTENT SUBS		
SOCIAL ENGAGEMENT		
NEW USERS		
EXPANDED AUDIENCE		
OTHER		
OTHER		

PROMOTIONAL PLAN		
CONTACT	NOTES	PITCH
JOURNALISTS		
BLOGGERS		
SOCIAL MEDIA INFLUENCERS		

SOCIAL MEDIA INTERACTORS		
PEERS AND PARTNERS		
CROSS PROMOTIONS		
OTHER		
OTHER		
OTHER		
OTHER		

