SOCIAL MEDIA CAMPAIGN

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
FACEBOOK	
TWITTER	
LINKED-IN	
YOUTUBE	
INSTAGRAM	
SNAPCHAT	
PINTEREST	
GOOGLE+	

OTHER	
OTHER	

DIGITAL ASSET MANAGEMENT	
LINK	
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	
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
JOURNALISTS	
BLOGGERS	
SOCIAL MEDIA INFLUENCERS	
SOCIAL MEDIA INTERACTORS	
PEERS AND PARTNERS	
CROSS PROMOTIONS	
OTHER	
OTHER	
OTHER	
OTHER	

CLICK HERE TO CREATE IN SM
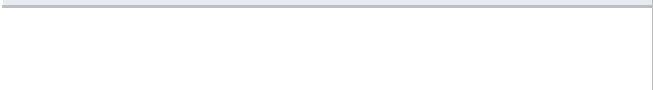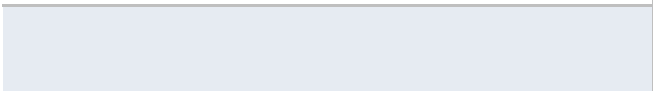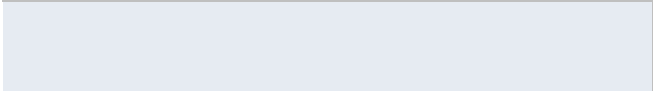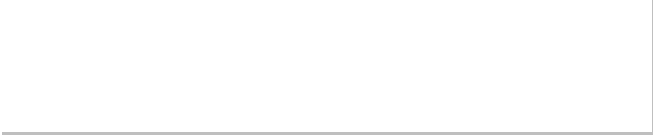
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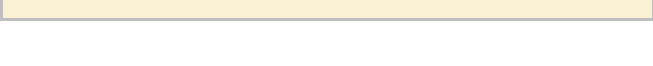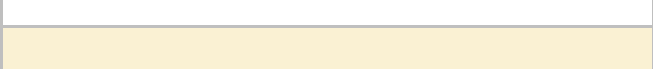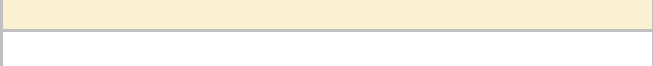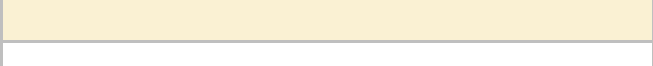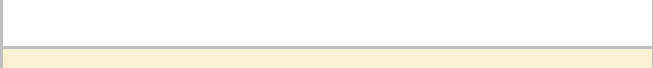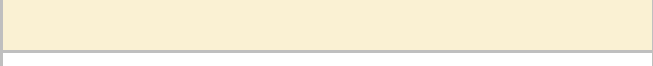
DESCRIPTION

TRACKING TOOLS

PITCH