

# Social Media Influencer Collaboration Brief

Brand/Company Name

Contact Person

Influencer Name

Campaign Name

## Overview

Campaign Description

## Objectives

Main Goals

## Deliverables

Content Types (e.g., Posts, Stories, Reels, Videos)

Number of Deliverables

Platforms

## Key Messages & Guidelines

Key Messages

Doâ€™s and Donâ€™ts

## Timeline

Start Date

End Date

## Compensation

Compensation Details

## Approval Process

Approval Steps

## Contact Information

Contact Email

Contact Phone (optional)