

Social Media Campaign Brief

1. Campaign Overview

Campaign Name

Objective

2. Target Audience

Describe Your Audience

3. Key Messages

Main Messages to Communicate

4. Platform(s)

Platforms

5. Content Types

Content Types (posts, stories, videos, etc.)

6. Schedule

Timeline / Key Dates

7. Budget

Budget

8. Success Metrics

How Will Success Be Measured?

9. Notes

Additional Notes