

Hashtag Campaign Proposal

1. Campaign Overview

Campaign Name

Proposed Hashtag

Brief Summary

2. Goals & Objectives

What are the primary goals?

3. Target Audience

Who is the intended audience?

4. Key Messages

Main messages to convey:

5. Campaign Strategy

Platforms to be used

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Tactics & Activities

6. Timeline

Key campaign dates & phases

7. Success Metrics

How will success be measured?

8. Additional Notes