

Social Media Campaign Planning Sheet

Campaign Name

Prepared by

Date

Campaign Overview

Objectives

Target Audience

Key Messages

Platforms & Channels

Content Plan

Date	Platform	Content Type	Post Copy	Visual/Asset	Status
<input type="text"/>	<input type="button" value="▼"/>				
<input type="text"/>	<input type="button" value="▼"/>				

Budget

KPIs & Metrics



Notes

