

# Joint Social Media Campaign Proposal

## 1. Overview

Campaign Title

Collaborating Organizations

Brief Description

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## 2. Objectives

Campaign Goals

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## 3. Target Audience

Description

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## 4. Key Messages

Main Messages to Communicate

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## 5. Social Media Channels

Platforms to Use

Account Details (if applicable)

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## 6. Content Plan

Types of Content (images, videos, stories, etc.)

Content Calendar / Posting Schedule

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## 7. Roles & Responsibilities

Organization 1

Organization 2

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## 8. KPIs & Metrics

How Success Will Be Measured

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## 9. Timeline

Start Date

End Date

Milestones (if any)

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## 10. Contacts

Primary Contact Person (Organization 1)

Primary Contact Person (Organization 2)

### Additional Notes