

Social Media Carousel Post Brief

PROJECT DETAILS

Campaign / Project Name

Platform(s)

Deadline

OBJECTIVES

Goals of the Carousel Post

TARGET AUDIENCE

Describe Audience

KEY MESSAGES

What should each slide communicate?

SLIDE STRUCTURE

Number of Slides

Outline Slide Content / Flow

VISUAL STYLE

References / Guidelines

CALL TO ACTION

Main Action / Next Steps

ADDITIONAL NOTES

Extra Information