



DEFINING YOUR CAMPAIGN

CAMPAIGN NAME/IDEA

DEFINING YOUR AUDIENCE

Age(s) _____ Gender(s) _____

Other characteristics: _____ Location: _____

DEFINING YOUR GOALS

WHAT RESULTS DO YOU HOPE TO GET? (BUSINESS GOALS, LIKE "INCREASE WEB HITS TO 2,000 PER MONTH")

SMART rule: all objectives should be Specific, Measurable, Attainable, Realistic and Timely.

HOW WILL YOU KNOW IF THE GOALS ARE MET? (WHAT MEASUREMENTS WILL YOU USE?)

WHAT IS THE TIME FRAME TO START THE CAMPAIGN AND MEET THESE GOALS?

Start: _____

End: _____








DEFINING YOUR STRATEGY

WHAT SOCIAL MEDIA TOOLS WILL HELP YOU MEET YOUR GOALS?

WHAT TYPE OF MEDIA DO YOU WANT TO POST (TEXT, PHOTOS, VIDEO)?

WHO WILL UPDATE THE SOCIAL MEDIA SITES?

HOW OFTEN WILL CONTENT BE POSTED?

	Text	Pictures	Video	Feedback
	Short	Yes	Yes	Yes
	140 characters	No	No	Yes
	No	No	Yes	Yes
	Long	Yes	Yes	Yes
	Short	No	No	Yes
	Yes	Yes	Yes	Yes
	Short	Yes	Yes	Yes

	Campaign 1	Campaign 2	Campaign 3
Campaign name			
Audience(s)			
Content type(s)			
Social Media tools			
Time Frame			
Responsible Persons			
Analysis tool(s)			
Data type(s)			
Success Measure			