



Prepare to Launch: Social Media Campaign Brief [Template]

Use this template to:

- Build a thorough, shareable social media campaign brief
- Provide strategic or creative direction for your social team and other stakeholders
- Document important dates, processes and other contextual information

Campaign Overview

Goals & Objectives

Social Networks



Organic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Target Audience(s)

Age	Location	Interests	Challenges	Primary Social Networks

Campaign Operations & Rituals

Date	Description	Action Items	Roles (<u>DACI</u>)

Distribution Strategy

Social Network	Creative Description	Format/Cadence	Time Frame

Social Media Publishing Checklist

Give your social team this checklist so you can delegate publishing tasks for your campaign while maintaining quality control.

Tone of Voice:

Hashtags:

Links:

Approved creative assets:

Important spellings:

Message tags and tracking process:

Required approvals:

About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care and advocacy solutions to more than 25,000 brands and agencies worldwide. Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn. Learn more at sproutsocial.com.

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