

Campaign Level Content Example

Social Media Campaign Strategic Communications Plan Worksheet.

Start here to answer a few questions and brainstorm for your campaign.

Goals:

Effective Dates (the entire duration of your campaign, events or deliverables):

What is Your Campaign Elevator Speech:

What you hope to achieve with social media:

Define the “why” of your campaign:

Identify the key impacts of your campaign (specifically your FGN and any additional implications):

How do you envision social media being used to support your campaign?

Who are your target markets? (Specifics about the population/s you serve, existing audiences)

Are there other audiences you'd like to reach? If so, who and why?

What other organizations will you partner with?

What are the most important messages for these audiences to hear about this campaign?

Other than social media, what other promotions do you have planned?

Besides CLF, do you have communications/marketing guidance from a grantor that should be taken into consideration?

Any content promoting the campaign must include:

Use the following template to create your plan. Please refer to the completed FGN campaign example for ideas.

Goals:

List 2-3 Attainable Goals (broad)

Strategies:

List 1-2 strategies per goal. More specific, answers how will you accomplish your goals.

Tactics and Timeline:



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