



Social Campaign Worksheet

Campaign Logistics

Goal:

*What do you want to achieve?
Be specific.*

Campaign Theme:

*Holiday, Charity, Event, Safety
Tips, etc.*

Call to Action:

*What do you want the person
to do?*

Prize:

Only if applicable

Compliance review:

*Does your prize comply with
state law?*

Moderator 1:

*Who will be responsible for
monitoring the page?*

Moderator 2:

*Who will be responsible for
monitoring the page?*

Start Date:

When will the campaign start?

End Date:

When will the campaign end?

Additional Considerations

Content Sources:

*Identify ways to gather stats,
images, videos, etc.*

Ways to Promote:

*How else will you promote the
campaign?*

Key Performance Indicators:

*How will you measure
success?*

Close Out Plan:

*What steps need to be taken
to wrap up the campaign?*