**Social Media Campaign Worksheet**

**My campaign objective(s):**

*Identify 1-3 objectives that will drive your social media campaign.* ***Tip:*** *One way to frame these statements is “GET \_\_\_\_\_\_\_ TO \_\_\_\_\_\_\_\_ BY \_\_\_\_\_\_\_\_\_\_\_\_.” For example, “GET Chicago child care advocates TO fill out our action alert BY segmenting our email list to contact those who identify as advocates.”*

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**My audience(s) & channel(s):**

*Decide who you want to reach and what channels you’ll use to reach them.*

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| Audience*(I.e. advocates)* | Channel(s) To Reach This Audience *(I.e., segmented email list, Twitter, mailer)* |
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**My tactics and timeline:** *Build the activities you want to execute to achieve your campaign objectives and reach your identified audiences where they* ***Tip:*** *Be realistic based on your staff and volunteer capacity, and external constraints.*

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| --- | --- | --- |
| *Tactic* | *Timeline or Key Deadlines* | *Who* |
|  |  |  |
|  |  |  |
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**My KPIs:** *How will you measure success? They don’t have to be perfect, they just need to be quantifiable and aligned with your objectives. Examples could include: # of form signups, # of pageviews, # of events.*

*KPI #1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*KPI #2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*