





SOCIAL MEDIA CAMPAIGN PLAN BRIEF

Updated July 2022

How To Use:

1. File >> Copy (do not request edit access) 
2. Swap the logo and delete the example version 
3. Personalize for your social media campaign (NOT evergreen social) 
4. Share with your team to get everyone on the same page 
5. Email us with questions or feedback: humans @ [wearesculpt.com](mailto:humans@wearesculpt.com)

CONTEXT | *essential background to setup the campaign*

*What important foundation should ground this campaign?
You can create a campaign around key messages or problem statements.
Two examples below:*

CORE PROBLEM WE'RE SOLVING

Most campaigns start with a business or perception problem you're solving through marketing. Describe it here.

KEY CAMPAIGN MESSAGE(S)

- Message #1 to reinforce
- Message #2 to reinforce
- Brand association to reinforce

RESOURCES/LINKS:

 [LINK](#)
 [LINK](#)

GOAL | *what do you need to achieve & how is it measured*

PRIMARY STRATEGIC OBJECTIVE

- SMART company goal that your social media goal will ladder to

SECONDARY STRATEGIC OBJECTIVE

- SMART company goal that your social media goal will ladder to

SOCIAL MEDIA TACTICAL GOAL #1

- What will happen by when?

SOCIAL MEDIA TACTICAL GOAL #2

- What will happen by when?

AUDIENCE | *who do we need to reach to hit our goals*

PRIMARY AUDIENCE #1

Describe who they are or link to personas

SECONDARY AUDIENCE #2

Describe who they are or link to personas



👉 optional audience background to ground the campaign focus 👉	
THEIR PAIN POINT WE SOLVE	THEIR PAIN POINT WE SOLVE
THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM	THEIR OBJECTIONS TO US AND HOW WE OVERCOME THEM






THE STRATEGY <i>a statement to frame your campaign's big idea</i>
<ul style="list-style-type: none">• A <u>GET / TO / BY</u> statement will summarize the who, what, and how together• Get [target audience] / To [do the desired response] / By [doing, showing, or saying something—your message or action]



SOCIAL MEDIA CHANNELS <i>what are our required channels</i>	
PRIMARY CHANNELS 1. 2. 3.	SECONDARY CHANNELS (OPTIONAL)
CHANNEL EXAMPLE - DESCRIPTION OF THE ROLE IT PLAYS - What role will it play? - How will it be used?	
CHANNEL EXAMPLE - DESCRIPTION OF THE ROLE IT PLAYS LinkedIn Company Page: Drive traffic to pillar posts and PR LinkedIn Profiles - Exec Team: Amplify Company posts and PR Twitter: Break the news first, reshare exec announcements/threads, share PR Instagram: Go behind-the-scenes of the launch	

CONTENT STRATEGY <i>what are the types of content we will share</i>
Content labels come in many forms (themes, series, or pillars). Select one framework. Then break down your core objectives and messages into related buckets below.
CONTENT THEMES



1. Content Theme Name	Overview: What is it? What's an example?
2. Content Theme Name	Continue adding these below
CONTENT FORMATS	
1. Content Format/Type Name	Overview: Which is it? What's an example?
2. Content Format/Type Name	Continue adding these below

PUBLISHING SCHEDULE <i>what we're posting, where, & how often</i>			
CALENDAR	 Post a link to an external content calendar here (optional)		
CHANNEL NAME #1	 Which content theme?	Frequency: X posts / week	Timing: Days or Time
	 Which content formats?	Additional Context: Any other platform nuance worth sharing?	
CHANNEL NAME #2	 Which content theme?	Frequency: X posts / week	Timing: Days or Time
	 Which content formats?	Additional Context: Any other platform nuance worth sharing?	

COMMUNITY MANAGEMENT <i>activities to engage & grow the audience</i>		
CHANNEL NAME	 Reactive activities to engage our audience	Person(s) responsible: -
	 Proactive activities to grow our audience	Person(s) responsible: -



PAID MEDIA <i>campaigns to amplify reach and drive action</i>		
CHANNEL NAME	💰 Description of campaigns (objective, ads)	\$ spend / month
	💰 Retargeting trial offer to > 50% video views	\$1000 / month (or 20%)

ROLLOUT SCHEDULE <i>projected timeline & milestones</i>		
DATE	Key step	Description of planning or production activities
DATE	Key step	Description of planning or production activities
10/31/22	Approve plan	Present to CMO and get launch approval

👉 NOW IT'S YOUR TURN 👉

