

Digital Media Plan Template

Social Media Campaign

Campaign Name

Prepared By

Date

1. Campaign Overview

2. Objectives

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3. Target Audience

4. Key Messages

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5. Channels & Platforms

Platform	Content Format	Frequency	Notes

6. Content Calendar (Sample)

Date	Platform	Content Description	Responsible	Status

7. KPIs & Measurement

Metric	Target	How to Measure

8. Budget

Item	Amount	Notes

9. Notes & Next Steps