

Social Media Campaign Creative Brief

Campaign Title

Enter campaign title

Background / Overview

Brief background of the campaign

Objectives

List out main objectives

Target Audience

Describe the target demographic

Key Messages

Main messages to communicate

Tone & Voice

What tone should be used? (e.g. friendly, professional)

Deliverables

- Social posts (number and type)
- Stories
- Graphics
- Videos
- Other (specify)

Channels

- Facebook
- Instagram
- Twitter
- LinkedIn

Timeline

Campaign launch and end dates

KPIs / Success Metrics

How will success be measured?

Budget

Estimated budget

Roles & Responsibilities

List team members and responsibilities