

# 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