

Social Media Campaign Brief

1. Campaign Overview

Project Name

e.g., Summer Collection Launch

Client / Brand

e.g., ACME Fashion

Campaign Dates

Start – End

2. Objectives & KPIs

Objectives

e.g., Increase brand awareness, drive website traffic

Key Performance Indicators (KPIs)

e.g., Impressions, engagement rate, CTR, conversions

3. Target Audience

Demographics

e.g., Age, gender, location

Interests & Behaviors

e.g., Fashion enthusiasts, online shoppers

4. Key Messages & Tone

Core Messages

e.g., Highlight sustainable materials

Brand Voice

e.g., Confident, inspiring, playful

5. Platforms & Formats

Social Platforms

- Instagram
- Facebook
- TikTok
- Twitter

Content Formats

- Static posts
- Stories/Reels
- Short videos
- Carousels

6. Creative Guidelines

Assets Required

e.g., Images, videos, copy, hashtags

Visual Style

e.g., Minimalist, vibrant, on-brand colors

Do's & Don'ts

e.g., Use logo on all posts; Avoid using filters

7. Budget & Deliverables

Budget

e.g., \$10,000 (media spend + production)

Required Deliverables

e.g., 10 IG posts, 5 Reels, 2 TikTok videos

8. Timelines & Approvals

Key Deadlines

e.g., Drafts due: June 5, Final assets: June 12

Stakeholders & Approvers

e.g., Marketing lead, brand manager

9. Additional Notes

e.g., Link to brand assets, references, legal disclaimers