

SWOT Analysis Sample: Social Media Campaigns

Strengths

- Large and engaged online audience
- Creative content and visuals
- Strong brand presence on key platforms
- Quick response to trends

Weaknesses

- Limited advertising budget
- Inconsistent posting schedule
- Low engagement on certain platforms
- Lack of analytics on performance

Opportunities

- Growing user base on emerging platforms
- Partnerships with influencers
- New content formats (Reels, Stories)
- Potential for viral campaigns

Threats

- Algorithm changes reducing visibility
- Increasing competition for attention
- Negative or harmful user comments
- Platform policy changes