

Multi-Platform Social Media Campaign Strategy Document

1. Campaign Overview

Campaign Name: [Insert Name]

Campaign Duration: [Start Date] - [End Date]

Main Goal: [e.g., Increase Brand Awareness, Generate Leads, Drive Website Traffic]

2. Target Audience

- Demographics:** [Age, Gender, Location]
- Psychographics:** [Interests, Habits, Values]
- Platforms Used:** [e.g., Instagram, Facebook, X, LinkedIn, TikTok]

3. Objectives & KPIs

- Objective 1: [e.g., Grow Instagram followers by 20%]
- Objective 2: [e.g., Achieve 500 new email sign-ups]
- Objective 3: [e.g., 10,000 website visits from social]

KPIs: Follower Growth, Engagement Rate, Click-Through Rate, Conversions

4. Platform-Specific Strategy

| Platform | Content Types | Frequency | Goal |
|-------------|----------------------------|-----------|------------------------|
| Instagram | Reels, Stories, Grid Posts | 5x/week | Engagement & Awareness |
| Facebook | Posts, Events, Live | 3x/week | Community Building |
| X (Twitter) | Tweets, Threads, Polls | Daily | Real-time Updates |
| LinkedIn | Articles, Company Updates | 2x/week | Thought Leadership |
| TikTok | Short Videos | 3x/week | Brand Virality |

5. Key Messages & Content Themes

- [Theme 1]: [e.g., Product Benefits]
- [Theme 2]: [e.g., Customer Stories]
- [Theme 3]: [e.g., Behind the Scenes]

6. Content Calendar Overview

[Month/Week] - Brief content plan by date and platform.

- Week 1:** Teaser posts across all platforms
- Week 2:** Product demo videos, influencer collaboration
- Week 3:** User-generated content, testimonials

- **Week 4:** Campaign recap, call to action

7. Influencer & Partnership Strategy

List potential influencers, partners, and tactics for collaboration.

- [Influencer/Partner Name] - [Platform/Role]
- [Collaboration type, e.g., co-hosted livestream, guest posts]

8. Paid Promotion Plan

- Budget: [e.g., \$5,000]
- Ad Types: [e.g., Instagram Sponsored Posts, Facebook Ads]
- Targeting: [e.g., Lookalike audiences, Retargeting]

9. Measurement & Reporting

- Weekly analytics review (Impressions, Reach, Engagement, Clicks, Conversions)
- Monthly reporting meeting
- Optimization based on data insights

10. Roles & Responsibilities

- Project Lead: [Name]
- Content Creator(s): [Name(s)]
- Community Manager: [Name]
- Analyst: [Name]