

NONPROFIT SOCIAL MEDIA CAMPAIGN PLAN

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CAMPAIGN GOAL

WHAT THE CAMPAIGN
WORKS TO ACHIEVE

CALL-TO-ACTION

WHAT THE AUDIENCE
IS ASKED TO DO

CAMPAIGN CALENDAR

START DATE	
END DATE	
PRE-CAMPAIGN PROMOTION RELEASE DATES	
PEAK DATES	
SCHEDULED FOLLOW UP POST DATES	

SOCIAL MEDIA PLATFORMS

PLATFORM	PRIMARY	SECONDARY
FACEBOOK		
TWITTER		
LINKED-IN		
YOUTUBE		
INSTAGRAM		
SNAPCHAT		
PINTEREST		
TikTok		

DIGITAL ASSET MANAGEMENT

ASSET	LINK	DESCRIPTION
LANDING PAGE		
WEB FORM - DONATION / PETITION		
WEB FORM - EMAIL SIGN-UP		
GRAPHICS		
VIDEOS		
USER-GENERATED CONTENT		
EARNED / PAID MEDIA		

METRICS

METRIC	GOALS	TRACKING TOOLS
DONATIONS		
EMAIL ADDRESSES GATHERED		
PETITION / PLEDGE SIGNATURES		
WEB VISITS / CLICK-THROUGHS		
USER-GENERATED CONTENT SUBS		
SOCIAL ENGAGEMENT		
NEW USERS		
EXPANDED AUDIENCE		

PROMOTIONAL PLAN

CONTACT	NOTES	PITCH
JOURNALISTS		
BLOGGERS		
SOCIAL MEDIA INFLUENCERS		
SOCIAL MEDIA INTERACTORS		
PEERS AND PARTNERS		
CROSS PROMOTIONS		

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