**AFTER ACTION REPORT TEMPLATE
WITH EXAMPLE DATA**

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| PROJECT |   | SCOPE |   | OBJECTIVES |   | STAKEHOLDERS |
| Positive Charge social media campaign |   | Social media campaign budget review |   | Determine if we stayed on budget.Identify where we can save money. |   | Positive Charge marketing team and executives |

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| WHAT DID WE EXPECT TO HAPPEN? |   | WHAT HAPPENED? |   | WHAT WENT WELL AND WHY? |   | WHAT AND HOW CAN WE IMPROVE? |
| We expected to stay within a $9000 per month budget for our social media campaign. |   | We stayed within budget during the first month of the quarter. We were $1000 over budget in the second month and $2000 over in the last month. |   | We stayed within budget for the first month because our market estimates were correct.  |   | We need to factor in the rising costs of advertising on social media platforms due to inflation and other factors.We will anticipate cost increases by increasing our budget. |

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| CONCLUSION |   | ACTION PLAN |
| We need to be more flexible with our budget and anticipate rising costs.  |   | Propose budgets for different social media campaign cost estimates each quarter. |

**AFTER ACTION REPORT**

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| CONCLUSION |   | ACTION PLAN |
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