

Social Media Campaign Template

A ready-to-use framework for planning, scheduling, and tracking social media campaigns across multiple platforms.

Campaign Overview

Campaign name:	
Objective:	
Primary KPI:	
Secondary KPIs:	
Target audience:	
Budget:	
Campaign dates (from/to):	_
Platforms (FB/IG/LI/X/TT/YouTube):	
Owner / PM:	
	_

Platform Timeline (8 Weeks)

Platform	W1	W2	W3	W4	W5	W6	W7	W8	Notes
Dates									
Facebook									
Instagram									

LinkedIn					
X/Twitter					
TikTok					
YouTube					
Pinterest					

Post Planner

Date	Platform	Campaign/Theme	Post copy (headline + caption)	Asset/Link	СТА	Owner	Status

Approvals & Assets

Item	Owner	Due	Approved	Notes

Performance Tracker

Date	Platform	Post Link	Impressions	Reach	Engagements	Eng. Rate	Clicks	CTR	Leads/S

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