**Campaign Strategy: Name of Campaign & Date**

**Theme:  
Location of Event:  
Registration/attendance Goal:  
Approved Budget:   
Website:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Goals** | **Target Audience** | **Partners & Possible Influencers** | **Promotion Packets** | **Content Ideas** | **Paid Ad  Target Audiences** | **Relevant SDA Networks/Conferences/Unions** |
|  |  |  |  |  |  |  |

* **ALL communications to reinforce branded hashtag: #example**
* **Facebook pages to tag:**
* **Twitter accounts to tag:**
* **Instagram accounts to tag:**
* **More relevant hashtags:**

**Full Trackable Link to Website:**

**Shortened Trackable Link to Website:**

**Facebook, Twitter, & Instagram: Type of Campaign***Fill in the spaces with planned content*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Sunday** | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** |
| **START OF CAMPAIGN** | 5/28 | 5/29 | 5/30 | 5/31 | 6/1 | 6/2 | 6/3 |
|  | 6/4 | 6/5 | 6/6 | 6/7 | 6/8 | 6/9 | 6/10 |
|  | 6/11 | 6/12 | 6/13 | 6/14 | 6/15 | 6/16 | 6/17 |
|  | 6/18 | 6/19 | 6/20 | 6/21 | 6/22 | 6/23 | 6/24 |
|  | 6/25 | 6/26 | 6/27 | 6/28 | 6/29 | 6/30 | 7/1 |
|  | 7/2 | 7/3 | 7/4 | 7/5 | 7/6 | 7/7 | 7/8 |
|  | 7/9 | 7/10 | 7/11 | 7/12 | 7/13 | 7/14 | 7/15 |
|  | 7/16 | 7/17 | 7/18 | 7/19 | 7/20 | 7/21 | 7/22 |
|  | 7/23 | 7/24 | 7/25 | 7/26 | 7/27 | 7/28 | 7/29 |
| **WEEK OF EVENT** | 7/30 | 7/31 | 8/1 | 8/2 | 8/3 |  |  |