## Social Media Campaign Checklist

1. Brainstorm a theme with your team.
2. Outline dates for the campaign.
3. Determine which channels will be used.
4. Determine audience
5. Set ad budget (if necessary).
6. Outline image and video needs.
7. Assign deadlines to team members for projects.
8. Choose hashtags.
9. Write post copy.
10. Shoot/design visual content.
11. Edit content.
12. Approve graphics or videos.
13. Check links.
14. Upload messages into publishing tool.
15. Schedule campaign.
16. Measure results.

## Notes: