

Social Media Campaign Worksheet

1. Problem/Challenge seeking to address

Briefly describe the overall issue/concern.

2. Target Audience

Describe the person(s) you want to reach. More than one audience may be listed, including primary and secondary audience as appropriate.

- I.
- II.
- III.

3. Set your social media/mobile objective

What do you want to achieve through your social media communication/service?

- I.
- II.
- III.

b) Restate objectives in SMART terms:

Example: By December 2012 (time-bound), there will be a 5% increase (measurable) in recognition of the immunization campaign name (specific), as measured through surveying, by moms of children under five in countries X,Y, Z (specific).

- I.
- II.
- III.

3. Define Audience Communication Needs

People access information in various ways, at different times of the day, and for different reasons. If possible, define your audience needs by using market research and other data.

Describe your audiences and their health information needs.

4. Goal Integration

a) Describe how the social media objectives support the organizations mission and/or overall communications/advocacy plan.

b) How does it support other online or offline components – what events present communication opportunities?