

SOCIAL MEDIA MANAGEMENT BRIEF FORM

This document was created to help you to ask the right questions when preparing to start a new social media management project.

We then use these answers to assist us to supply a better service for your needs and better results for your social media page(s).

Please complete the information that is relevant to your situation.

Instructions

- 1. This document is designed for a paperless workflow**
- 2. Open in Acrobat Reader and click to type in the appropriate boxes**
- 3. Save the document and email it back to us (design@intrasightgraphics.com)**
- 4. Acrobat reader can be downloaded for free at: www.adobe.com**

Other materials

Please send us a copy of any relevant documents and promotional materials you may have.

Are we registering a new social media platform?

Yes

No

Campaign Overview

Goals & Objectives

Social Networks (select desired **social media platform**)



Organic							
Paid							

Monthly Budget for Paid

NB: Paid advertising will attract VAT. Find out more on <https://www.facebook.com/business/help/2822525944519234>

Content Source

Client **Intrasight Graphics** **Other Sources**

Target Audience (s)

Age	Location	Interests	Challenges	Primary Social Networks

Social Media Publishing Checklist

Give your **social media management team** this checklist so you can delegate publishing tasks for your campaign while maintaining quality control.

Tone of voice / message:

Hashtags:

Social Media Link (s):

Approved creative assets:

Important spellings:

Message tags and tracking process:

Required approvals:



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DATES

Date sent to Client:

Date returned:

Project start date:

CLIENT LIASON CONTACT DETAILS

Name:

Work numbers:

Mobile:

Email address:

CLIENT DETAILS

Company name:

Work phone:

Web address:

Postal address:

Signature