**Social Media Campaign Brief**

This multi-part worksheet will bring together the strategic decisions you will use to guide your social media campaign design and implementation.

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| **Section 1: Campaign Context** | |
| ***Condom availability:*** *What condoms are available for purchase or free?*  *Where can people access condoms (for purchase or free)?* | |
| **Opportunities to Leverage** | **Reality Check** |
| ***Traditional campaigns:*** *What existing or recent campaigns using “traditional” media (e.g., radio, TV, community outreach, etc.) will you extend through your social media campaign?* | Will you have access to the campaign’s creative assets so you can easily adapt or replicate them? If not, will you be able to secure permission to replicate the campaign’s creative assets, branding, and look and feel? Is the campaign’s branding and look and feel appropriate for social media platforms? |
| ***Social media campaigns:*** *What existing social media campaigns will you extend through your social media campaign?* | Will you have access to the campaign’s creative assets so you can easily adapt or replicate them? If not, will you be able to secure permission to replicate the campaign’s creative assets, branding, and look and feel? |

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| **Section 2: Strategic Choices** | | | | | |
| ***Behavioral Goal:*** *What behavior change do you want to achieve over the long-term?* | | | ***Audience(s):*** *Who must you reach through social media to achieve your behavioral goal?* | | |
| **Decisions to Make** | **Audience 1** | **Audience 2** | | **Audience 3** | **Reality Check** |
| ***Audience Demographics:*** *What are some key facts (e.g., age, wealth, education, etc.) about each audience?*  *(You can describe up to three audiences here, but you may not have that many or you may have more.)* |  |  | |  | Does this audience use social media frequently enough that you can realistically reach them through a social media campaign? Your audience may be the people you need to adopt your behavior, or it may be people who can influence others to adopt your behavior. |
| ***Motivation:*** *What makes this audience want (or not want) to use condoms?* |  |  | |  | Did you consider things like beliefs about condoms, how the audience feels about condoms, what they think their friends and family believe or say about condoms, whether they believe condom use is common, etc.? |
| ***Ability:*** *What makes it easy (or difficult) for this audience to use a condom?* |  |  | |  | Did you consider things like what they know about how to use a condom, how confident they feel using a condom, whether they have easy access to condoms or are comfortable collecting condoms where they are available, etc.? |
| ***Core Values:*** *What existing values can you tap into to engage and connect with this audience?* |  |  | |  | Understanding core values will help you make the behavior you are promoting personally relevant to the audience. A core value should be something the audience really cares about, something that guides many of the decisions they make at this moment. It does not have to be health related. |
| ***Communication Objective(s):*** *What are the changes in motivation and ability you need to accomplish with this audience to move them toward your behavioral goal?* |  |  | |  | Are these communication objectives addressing the most important motivation and ability factors for this audience? Is it realistic to achieve these communication objectives through a social media campaign? You can have more than one communication objective, but it is best to focus on 1-2 at a time in a campaign phase. Your campaign could have a multi-phase approach addressing various communication objectives over a longer time period. |
| ***Key Promise:*** *What can you promise this audience will happen if they adopt the behavior you are promoting?* |  |  | |  | Select a key promise that matches the audience’s core values, not your own! For example, if the audience’s core values are “to be admired by their peers,” then your key promise might be “by using condoms, you model for your peers how to take charge of life.” |
| ***Key Messages:*** *What key points do you want to make with each audience?* |  |  | |  | Are your key messages linked to your communication objectives for each audience? A key message is the idea or belief you want your audience to remember after they hear/see/experience your communication. It is not the actual text or slogan that will be used in your communication, but a summary of what you want to communicate. |
| ***Call to Action:*** *What are you asking each audience to do after hearing/seeing/experiencing your communication?* |  |  | |  | You may have just one call to action that is linked to your behavioral objective (e.g., use a condom when you have sex) and used across all your communication or several calls to action that contribute to your behavioral goal (e.g., carry a condom with you when you go to the club, talk to your partner about condoms, encourage your friends to use condoms, etc.) and used in conjunction with specific messages. |

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| **Section 3: Creative Choices** | | | | |
| **Decisions to Make** | **Audience 1** | **Audience 2** | **Audience 3** | **Reality Check** |
| ***Messengers:*** *Who can best connect with the audience to talk about condoms? Who do they listen to and trust to deliver your message? What influencers/personalities or pages do they “follow” on social media platforms?* |  |  |  | Will you have access to these people to enlist them in your campaign? Will you have budget to support any costs associated with their engagement? Many social media influencers are paid to promote campaigns and products, do you have budget to pay influencers to share your content? |
| ***Channels:*** *Which social media platforms will you use to reach the audience?* |  |  |  | Are these the social media platforms they use most frequently? What do they do on these platforms (e.g., chatting with friends, watching/sharing content, etc.) and will they be receptive to or annoyed by your message coming through this channel? |
| ***Tone:*** *How would you want your audience to describe your campaign if it were a person – funny, casual, inspirational, exciting, witty, playful, sexy, serious, etc.?* |  |  |  | Does this tone align with values and key promise for this audience? Consider the emotion you want to evoke when they see/hear/experience your communication. Happy, excited, hopeful, and positive are all motivating emotions while guilt, shame, and fear tend to be demotivating. If you are extending an existing campaign, does this visual look align with that campaign’s tone? |
| ***Visual look:*** *How will you capture this tone visually? What types of pictures or images will you use to communicate this tone of voice?* |  |  |  | If you are extending an existing campaign, does this visual look align with that campaign’s look and feel? |
| ***Color palette:*** *What colors fit best with your tone of voice?* |  |  |  | If you are extending an existing campaign, does this visual look align with that campaign’s color palette? |
| ***Visual content:*** *What creative formats will you use – photos, videos, carousel posts (multiple photos or videos), GIFs, illustrations, infographics, animations, memes, etc.?* |  |  |  | Are these the creative formats that the audience enjoys the most? Do the creative formats match the language comprehension and reading abilities of the audience? Do you have sufficient budget to produce high-quality creative assets in these formats? Some creative assets, such as videos and animations, require specialized skills and can be expensive and time consuming to produce. |

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| **Section 4: Monitoring Plan** | | | |
| **Outcome:** How will you monitor changes in behaviors to know if you have achieved your behavioral goal? | | | |
| **Indicators** | **Data source(s)** | **Timing** | **Data manager** |
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| **Intermediate Outcome:** How will you monitor changes in the factors linked to your communication objectives? | | | |
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| **Performance Metrics:** What will you produce as outputs to reach your communication objectives? | | | |
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| **Section 5: Timeline and Budget** | | | |
| **Activity**: What activities will you complete to develop and implement your campaign? Do not forget to consider what activities may need to be contracted to other people or firms outside your team. | **Timeline**: When will you implement and complete each activity? Note key dates and deadlines. Be realistic and plan for the unexpected – sometimes things outside your control will slow you down. | **Person responsible**: Who will implement each activity noted in the timeline? | **Budget**: How much time or money will you spend on each activity? Be realistic about what you can accomplish with your available resources (human and monetary). |
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