

SOCIAL MEDIA EDITORIAL PLAN

Project:\_\_\_\_\_ Date:\_\_\_\_\_ Version:\_\_\_\_\_

GOAL	CHANNEL	NAME OF CAMPAIGN	FORMAT	TIMETABLE		KW's	CTA	BUDGET	KPI
				FREQUENCY					
				(start-end)					
LAYOUT	COPY			IMAGE			VIDEO		
				KEYWORDS		DAY		TIME	
				KEYWORDS		DAY		TIME	

FOR PAID CAMPAIGNS