

FOUNDRY & CO

# Social Media Campaign Brief

For one-off launches or always-on social engagements

Printable brief · approx. 11 min · 15 questions

YOUR NAME

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EMAIL

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COMPANY

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IN ONE LINE

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## About the campaign

What's the campaign about, in one sentence? \*

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Is this a one-off launch or always-on? \*

- One-off launch
- Quarterly campaign
- Always-on / monthly retainer

When does it need to go live? \*

- Within 2 weeks
- 2-4 weeks
- 1-2 months
- Flexible

## Audience

Who is this campaign for? \*

Where do they spend time online?

- Instagram
- TikTok
- LinkedIn
- X / Twitter
- YouTube
- Facebook
- Pinterest
- Reddit
- Threads

## Goals & KPIs

Primary goal \*

- Awareness
- Engagement / community
- Lead generation
- Direct sales
- App installs
- Event sign-ups

## Numbers we should aim for (if you have them)

e.g. "10k impressions, 200 sign-ups". Skip if unsure.

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## Channels & deliverables

### Channels we should run on \*

- Instagram
- TikTok
- LinkedIn
- X / Twitter
- YouTube Shorts
- Facebook
- Pinterest
- Email

### Asset formats you need

- Static posts
- Carousels
- Short-form video
- Stories / Reels
- Long-form video
- GIFs / motion
- Email creative
- Landing page

**Will paid media be part of this?**

- No — organic only
- Yes — light boosting
- Yes — full paid campaign
- Not sure yet

**Brand & creative**

**Brand assets we should work from**

Logos, fonts, brand guidelines.

Attach this file when you complete the online brief.

**Campaigns you admire**

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**Things we should NOT do**

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**Budget**

**Total campaign budget (creative + media) \***

- Under £2k
- £2k-£5k
- £5k-£15k
- £15k-£40k
- £40k+

**Anything else**

**Anything else we should know?**

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When you're ready, complete the online version at the link Foundry & Co sent you. Required fields are marked \*.