

Guided Questions - Social Media Campaign

Campaign Goals:

- **What do we hope to achieve with our social media campaign?**
- **What specific outcomes or changes do we want to see as a result of our campaign efforts?**

Target Audience:

- **Who is our primary target audience for this campaign?**
- **What characteristics (age, gender, location, interests) define our target audience?**
- **What are the unique needs, preferences and challenges faced by our target audience?**

Messaging Themes:

- **What are the key messages we want to convey through our campaign?**
- **How can we frame our messaging to relate with our target audience and inspire action?**
- **What values, emotions or calls to action should be central to our messaging?**

Content Creation:

- **What types of content (text, images, videos) will best communicate our messages?**
- **How can we use storytelling, humor or visuals to engage our audience and capture their attention?**
- **What are some creative ideas for generating content that matches with our campaign goals?**

Engagement Strategies:

- **How can we encourage active participation and interaction with our campaign on social media?**
- **What tactics can we use to create dialogue, share our message and mobilise support among our audience?**
- **How will we respond to comments, questions and feedback from our followers and community members?**

Monitoring and Evaluation:

- **How will we measure the success and impact of our social media campaign?**