Student Success Office’s social media campaign planning tool template

Each campaign is given a name and date range. For example, this was a campaign we ran for one of our partners, the Registrar’s Office around the change to exam policy and food.

Name of social media campaign: Registrar’s Office: No food or drinks in exams
Date range of social media campaign: Summer 2015 (July 27-August 12)

We lay out all of our planned posts for the campaign, including the platform, date, theme and actual post. We also leave a space for measurement so we can determine which posts were successful, and share that information with our partners. These are two sample posts from this campaign.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Date</th>
<th>Theme</th>
<th>Post</th>
<th>Measurement</th>
</tr>
</thead>
</table>
| Twitter  | July 27    | Create awareness about RO change in exam policy | Snacks (or full dinners) aren’t allowed in exams. Enjoy your snack before you write! http://ow.ly/OHHLm  
**Photo:** WatCard, clear water bottle & plate of pasta all in a row  
**Caption:** One of these things doesn’t belong! | 1653 impressions  
4 retweets  
1 favourite  
153 photo clicks  
29 link clicks |
| Facebook | August 10  | Create awareness about RO change in exam policy | Food and drinks aren’t allowed in exams, but here are some power snacks that you can enjoy while studying before you write that exam!  
**Buzzfeed article:** 17 power snacks for studying  
http://www.buzzfeed.com/tashweenali/snacks-for-studying#.dxkQOpk3n | 2297 reach  
20 likes  
0 comments  
2 shares  
165 link clicks |