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 to support 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)

*Lay out the planned posts for the campaign, including the platform, date, theme and actual post. Leave a space for measurement so you can determine which posts were successful, and share that information with stakeholders. 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](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](http://www.buzzfeed.com/tashweenali/snacks-for-studying#.dxkQOpk3n) | 2297 reach  
20 likes  
0 comments  
2 shares  
165 link clicks |