**Social Advertising Brief**

## Please complete this brief for every social advertising campaign - no matter how big or small.

## Admin

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| **Campaign Originator:**  **School/faculty/research centre or subdivision** |  |
| **Requested by:**  **Team or individual Officer/Manager** |  |
| **Requested Delivery Date:**  **When the campaign is scheduled to begin** |  |
| **Further sign-off required?**  **Will this need to be approved by anyone after the campaign is set up or can this document be taken as confirmation of sign-off?** |  |
| **Total Budget:**  **How much do you want to spend on this campaign and any relevant segmentation of this.** |  |
| **Budget sign-off:**  **Has the necessary budget sign-off paperwork been completed and filed?** |  |

## Campaign Overview

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| **Overview of work:**  **A brief outline of the campaign and what it will consist of.** |  |
| **Background:**  **Any relevant background information, insights, key information and requirements.** |  |
| **Objectives:**  **Identify key objectives for the campaign and their priority.** |  |
| **Targets:**  **What are the deliverables for this campaign? Will it be measured by (and do you want to optimise for) impressions, engagement (e.g. video plays) or clicks to a landing page?**  **Do you have any benchmarks for previous campaigns to build on? If relevant, how will conversions be measured?** |  |
| **Target Audience:**  **Primary/Secondary, types, groups, profiles, and any relevant insights into these audiences that are relevant for this campaign.** |  |

## Campaign Particulars

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| **Campaign dates:**  **What dates will the campaign run to and from? Should advertising run all the time or on a particular schedule?** |  |
| **Campaign channel(s):**  **What channel or channels will the campaign take place on? Please include specifics (e.g. Facebook/Instagram newsfeed and mobile newsfeed, but not sidebar or instant articles).** |  |
| **Composition of adverts:**  **What kind of adverts do you want to run (e.g. Facebook image/video carousel, single image, video, etc).**  **Do you want ads restricted to certain devices?** |  |
| **Details of creative:**  **Is creative ready or pending? Please include download links to relevant assets or hyperlinks if you want to embed things like videos (n.b. Uploading video natively to platforms is always advised).**  **Details of image format/sizing for major social channels can be found** [**here**](https://sproutsocial.com/insights/social-media-image-sizes-guide/)**.**  **Details for video can be found** [**here**](https://sproutsocial.com/insights/social-media-video-specs-guide/)**.** |  |
| **Ad headline, body copy and CTA:**  **Please include details of all elements to be included in the advert. This will differ by the format/channel you’ve selected, so be sure to include all elements particular to this.**  **A guide to Facebook ad specifications can be found** [**here**](https://www.facebook.com/business/ads-guide/collection)**.**  **A guide to LinkedIn ad specifications can be found** [**here**](https://www.linkedin.com/help/lms/topics/8154/8155/ad-specs-guidelines?lang=en)**.** |  |
| **Budget deployment:**  **How do you want to deploy the budget? This could be an even split across all days/weeks the campaign runs, an A/B test between two sets of creative or copy, or staggered bidding.** |  |
| **Landing pages and destination URLs:**  **If optimising for clicks, to what landing page should prospects be directed? Please include a URL with appropriate UTM.** |  |
| **Vanity URL:**  **What the URL will be displayed as on the ads?** |  |
| **Any other details:**  **Any other details not covered above, including red flag issues of particular significance.** |  |

## Post-campaign reporting

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| **Report details:**  **What figures would you like to be reported?** |  |
| **Who should receive the report:**  **Please include names**  **and email addresses.** |  |