**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.** |  |