

Institution:

Instagram Handle: @

Facebook Page: /

Twitter Handle: @

Individual hashtag: #

Campaign Planning:

Goal: _____

When: _____

What hashtags will you use, or what will you name the series?

Campus Support:

Who is your main social media manager? _____

Who writes news stories for the campus? _____

Who handles external press releases? _____

External Support:

- 1.
- 2.
- 3.
- 4.

Post #	Who?	What (are you posting)?	Why (are you sharing their story?)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			