**Paid Social Media Activity Brief**

The purpose of this brief is to help you think about all of the different factors that need to be considered when creating a social media advertising campaign. As well as completing this briefing form, please also have a discussion with the social media professional for your part of the University. Your contact can be found here: <https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/social-media/>

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| **Campaign owner**  The main point of contact for this campaign |  |
| **Campaign elements sign-off**  Whose decision is final for each of the campaign elements |  |
| **Budget code, owner and size**  Who owns the budget that we will be using and what is the size of the budget |  |
| **Background info and objectives**  Any information that may inform the campaign and what campaign success will look like |  |
| **Time-line**  When should the campaign start and finish |  |
| **Messaging**  What do we want to say to the audience with this campaign |  |
| **Imagery**  What images or other rich media would be appropriate for the campaign |  |
| **Audience**  Who do you want to see your campaign? Consider education, job role, experience, interests, location, etc.) |  |
| **Channel**  Which social networks would be particularly relevant to this campaign. Further, which UoM page should be used to promote the campaign (e.g. School, Faculty, institution) |  |
| **Landing page**  When someone clicks on the advert, what web page would you like them to see |  |
| **Results**  What metrics are important to the campaign? Who would like to see the results reporting? |  |