## SOCIAL MEDIA CREATIVE BRIEF

| **ORGANIZATION NAME:**  **LOCATION:** | | |
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| 1: TITLE AND DESCRIPTION | | |
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| *Example: Advertising campaign for COVID vaccine booster shots in my community.* | | |
| 2: GOALS & OBJECTIVES | | |
| * *Example: Reach 250,000 target audience members via organic and paid social media posts over a one-month period, and add 100 new subscribers to our email list.* | | |
| 3: AUDIENCE (REFLECT BACK ON PERSONAS) | | |
| *Example: Parents, 24-45, mid income, Catholic, Latino. They value community and community service, family time, Christian values. Confused about the COVID-19 vaccine by misinformation circulating on social media and in community news sources. Have already had COVID so they believe they and their kids are “naturally” immune.* | | |
| 4: MESSAGING AND TONE | | |
| *Example:*   * *Humorous, fun to watch and share, surprising* * *Uses a trusted messenger from my community, perhaps from a local parish* * *“Your sister is a great soprano, but she’s no scientist! Know who to trust, get the booster.* | | |
| 5: CREATIVE ASSETS | | |
| * A series of funny videos, 7 seconds for Facebook, Instagram, Twitter and Tiktok * Creative for the theme: Your sister is a great [soprano, Sunday School teacher, baker, accountant], but she’s no scientist! * Voiceover or inset video by a trusted messenger | | |