

Project:

Client:

Social Media Canvas

GOAL

Increase brand awareness
Drive traffic to your website
Generate new leads
Grow revenue (by signups or sales)
Boost brand engagement
Build a community around your business
Social customer service
Increase mentions in the press (PR)
Find and establish colab with influencers

CONTENT TOPICS

Storyboard for topic 1

Storyboard for topic 2

Notes for additional topics

TEAM

Team leader(s)

Team members and roles

CHANNELS

Facebook	Snapchat
Instagram	TikTok
LinkedIn	Tumblr
Youtube	WhatsApp
Pinterest	WeChat
Twitter	MeWe

CONTENT FORMAT

Text	Audio Article	Blog share
Images	share Press	Colab share
Videos	release	Attachment (pdf)
Additional information		

Visual style & color tones

BUDGET

24 hours
48 hours
1 week

Clicks per view (CPV)

Clicks per thousand impressions (CPM)

Additional information

RHYTHM

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

CONTENT TONE

Fun and entertaining
Serious and authoritative
Insightful
Inspiring and creative

Additional information