**Instagram Campaign Template Plan**

**The Idea**

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| **What message do we most want to share about our CGT?** |  |
| **Who do we most want to reach?**  **(what particular audiences? Important note: we can’t reach everyone, nor would that be effective).** |  |
| **What type of content might work best to share this message?** |  |
| **What similar content already exists?**  **(what good ideas can we steal?)** |  |
| **What hashtags could we use?** |  |
| **Could we partner with a similar organisation / individual to improve our reach?** |  |
| **What type of engagement would we like?** |  |

**Logistics**

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| --- | --- |
| **What content do we already have?** |  |
| **What extra content will we need?** |  |
| **Who will create or collate the content?** |  |
| **Who will post these?** |  |
| **When will we post?** |  |
| **Do we have content permissions?** |  |
| **How often will we check in on our posts?** |  |

**Next steps**

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| --- | --- |
| **How will I know if my posts have been successful?**  **(what are we measuring? How?)** |  |
| **Would you run the same campaign again? If yes, why? If not, what would you change?** |  |