Unit-level Strategy	*Objective/Integration* How does this campaign meet the school's/unit's/department's strategic plan goals?	
Campaign Strategy	*Goals?* What do you want the audience to understand and do?	
	Audience	□ Prospective Students □ Current Students □ Alumni □ Public □ Health Care Industry □ Other: _____
	Key message(s)	
	Components	□ Facebook post □ LinkedIn post □ Tweet □ Facebook ads □ LinkedIn ads □ Google Ads □ Video □ Facebook Live □ Magazine □ Print Materials:_____ □ KUMC News Story □ Website Content □ Email □ Facebook event □ Other: _____
	Assets	□ Photos (.jpg or .png only) □ Copy (doesn't have to be final, general gist of message) □ Video □ Featured person: _____ □ Additional Materials:_____ □ Event details □ Other: _____
	Frequency How many times will this campaign post each week?	
Evaluation	*Measurement* Who has access to the data for measurement? How will we determine success? Include formulas for quantitative analysis.	
Timeline	Planning dates:	
	Campaign start:	
	Campaign end:	
	Review dates:	
Resources	*Budget* What is the daily allotted amount for advertising? Does this campaign have a video budget?	

Notes: