

Social Media Campaign Budget Spreadsheet

ITEM / ACTIVITY	PLATFORM	QUANTITY / TIME	COST PER UNIT	TOTAL COST	NOTES
Content Creation	Instagram, Facebook				
Graphic Design	All platforms				
Copywriting	Twitter, LinkedIn				
Ad Spend	Facebook, Instagram				
Influencer Collaboration	Instagram, TikTok				
Management Tools	All platforms				
Reporting & Analytics	All platforms				
Total Budget					

Instructions:
Fill in the quantity, cost per unit, and notes as needed for each item. The total cost should be calculated per row, with the "Total Budget" showing the sum of all total costs.