

Blank Social Media Launch Plan Template

1. Overview

Project Name

Enter project or campaign name

Launch Date

Enter launch date

Objective

Describe overall launch objectives

2. Target Audience

Audience Description

Describe primary and secondary target audiences

Buyer Persona(s)

Summarize key personas if available

3. Platforms

Platform	Purpose	Account Details / Link
e.g., Instagram	Describe platform role	URL / handle

4. Content Plan

Date	Platform	Content Type	Description / Assets	Responsible
MM/DD	e.g., Twitter	e.g., Image, Video	Details	Name

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5. Promotion Plan

- e.g., Paid Ads on Facebook

- e.g., Influencer Outreach

- Other promotions

6. KPIs & Metrics

KPI / Metric	Goal	Notes
e.g., Engagement Rate	Numeric goal	Details

7. Roles & Responsibilities

Task	Person Responsible	Deadline
e.g., Content Creation	Name	MM/DD/YYYY

8. Notes

Additional notes or considerations