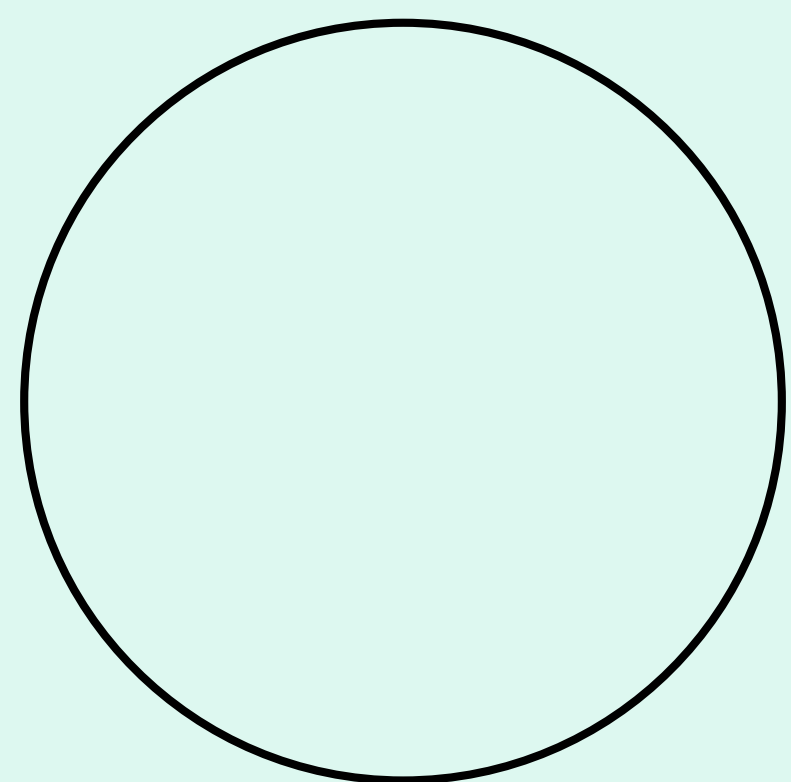


1. Target Audience Statement



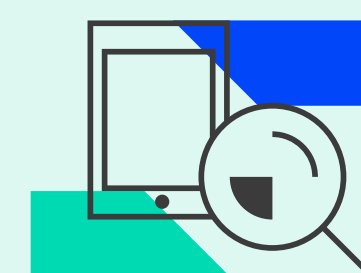
2. Persona



3. What are their current narratives?



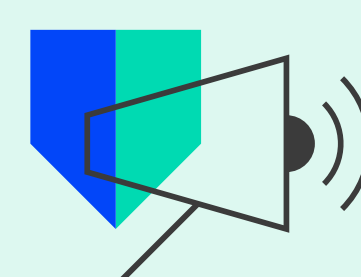
4. Where can you find your audience?



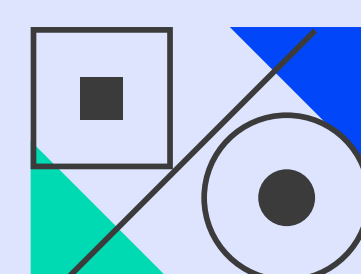
5. Who influences your audience?



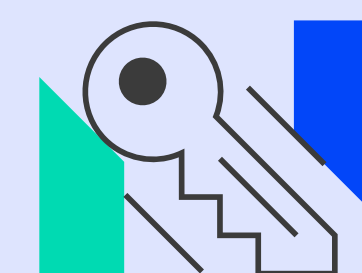
6. What is your AIM?



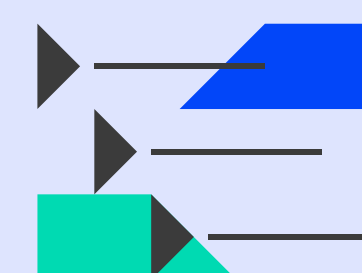
7. What is your narrative?



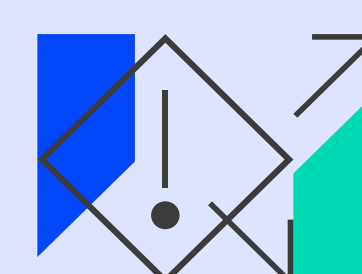
8. What is your key campaign message?



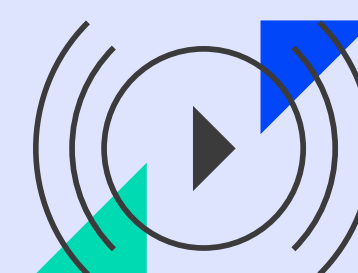
9. SMART goals & Actions



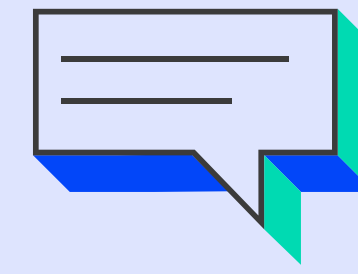
10. What are the risks?



11. What are the calls to action?



12. How will they recognise your campaign?



Name	Profile pic
Hashtags	
Bio	
Design Notes	

13. What does success look like?

