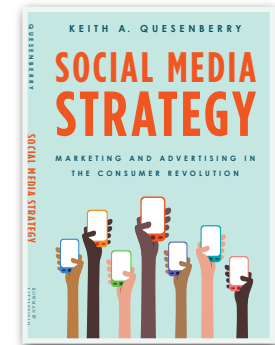


SOCIAL MEDIA BUDGET TEMPLATE

How much will your social strategy cost? Calculate monthly expenses and percent of total per category: **Content Creation** covers in-house or outsourced time to write and design plus costs of photos and video. **Social Advertising** is paid costs for reach per social channel such as Facebook, Twitter, LinkedIn, etc. **Social Engagement** is time costs for employees or contractors to listen and respond to talk per channel. **Software/Tools** cover monthly costs for social media monitoring and other automation software services. **Promotion/Contests** are costs for prizes, discounts, etc. Add totals/month and calculate percent of total.



Budget Category (type/description)	In-house Expense (fixed/percent)	Outsource Expense (fixed/percent)	Total Category (fixed/percent)
Content Creation	(\$ per hour x hours per month)	(# pieces content x \$ per piece/project)	\$ %
Writing			\$ %
Graphics			\$ %
Video			\$ %
Social Advertising	(N/A)	(\$ per day x days per month)	\$ %
(social channel 1)			\$ %
(social channel 2)			\$ %
(social channel 3)			\$ %
Social Engagement	(\$ per hour x hours per month)	(\$ per hour x hours per month)	\$ %
(social channel 1)			\$ %
(social channel 2)			\$ %
(social channel 3)			\$ %
Software/Tools	(N/A)	(\$ per month)	\$ %
Monitoring			\$ %
Scheduling			\$ %
Analytics			\$ %
Promotions/Contests	(\$ per campaign)	(\$ per campaign)	\$ %
(campaign 1)			\$ %
(campaign 2)			\$ %
(campaign 3)			\$ %
Total	\$ %	\$ %	\$ %