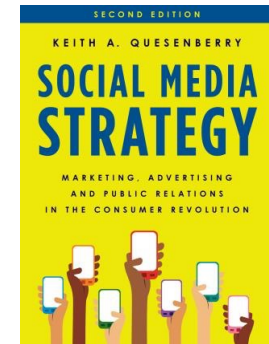


SOCIAL MEDIA BUDGET TEMPLATE

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 Writing Graphics Video	(\$ per hour x hours per month)	(# pieces content x \$ per piece/project)	\$ % \$ % \$ % \$ %
Social Advertising (social channel 1) (social channel 2) (social channel 3)	(N/A)	(\$ per day x days per month)	\$ % \$ % \$ % \$ %
Social Engagement (social channel 1) (social channel 2) (social channel 3)	(\$ per hour x hours per month)	(\$ per hour x hours per month)	\$ % \$ % \$ % \$ %
Software/Tools Monitoring Scheduling Analytics	(N/A)	(\$ per month)	\$ % \$ % \$ % \$ %
Promotions/Contests (campaign 1) (campaign 2) (campaign 3)	(\$ per campaign)	(\$ per campaign)	\$ % \$ % \$ % \$ %
Total	\$ %	\$ %	\$ %