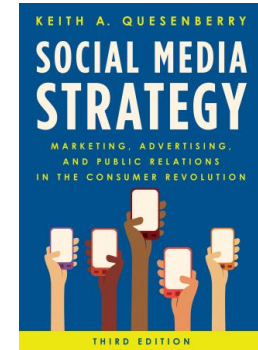


# SOCIAL MEDIA BUDGET TEMPLATE



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, LinkedIn, Influencer, etc. **Social Engagement** is time costs for employees or contractors to listen and respond to talk per channel. **Software/Tools** is monthly costs for social monitoring, reporting, AI, other automated services, and training. **Promotion/Contests** are costs for prizes, discounts, etc. Calculate totals/month percent of total. [More here](#)

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