

Social Media Budget Template

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 (social channel 1) (social channel 2) (social channel 3)	(\$ per campaign)	(\$ per campaign)	\$ % \$ % \$ % \$ %
Total	\$ %	\$ %	\$

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