**[A blue and white logo

Description automatically generated](https://www.smartsheet.com/try-it?trp=12045&utm_source=template-word&utm_medium=content&utm_campaign=Social+Media+Creative+Request+Form-word-12045&lpa=Social+Media+Creative+Request+Form+word+12045)Social Media Content   
Request Form Template**

|  |  |
| --- | --- |
| **NAME** | Enter your full name and best contact information for any follow-up questions. |
| **EMAIL** | Enter your email. |
| **PHONE** | XXX-XXX-XXXX |
| **CONTENT TITLE /**  **THEME** | Provide a concise title or theme for the requested content to give us a clear idea of your vision. |

**PLATFORM(S) NEEDED**

|  |  |  |  |
| --- | --- | --- | --- |
| Facebook | Instagram | X (Twitter) | LinkedIn |
| YouTube | TikTok | Snapchat | Other |

**CONTENT TYPE**

|  |  |  |  |
| --- | --- | --- | --- |
| Video | Image | Infographic | Text Post |

**OBJECTIVE**

|  |
| --- |
| Describe the goal of this content piece. Is it to increase engagement, promote a product, or raise awareness? |

**TARGET AUDIENCE**

|  |
| --- |
| For more targeted messaging, specify who you're aiming to reach with this content. |

**KEY MESSAGES**

|  |
| --- |
| List the main points or messages you want the content to convey to your audience. |

**TARGET START DATE DEADLINE**

|  |  |
| --- | --- |
| MM/DD/YYYY | MM/DD/YYYY |

**CREATIVE GUIDELINES REFERENCE MATERIALS**

|  |  |
| --- | --- |
| Provide any style or tone preferences, including branding guidelines if applicable. | Attach or describe any examples, inspirations, or brand assets that should inform the content creation. |

**APPROVAL PROCESS**

|  |
| --- |
| Name the person(s) who will review and approve the final content before posting. |

|  |
| --- |
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