**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12047&utm_source=template-word&utm_medium=content&utm_campaign=Social+Media+Creative+Request+True+Form-word-12047&lpa=Social+Media+Creative+Request+True+Form+word+12047)Social Media Creative Request**

**Form Template**

|  |  |
| --- | --- |
| REQUESTOR NAME & DEPARTMENT | Provide your name and department to help with follow-ups. |
| EMAIL | Enter here. |
| PHONE | Enter here. |
| BUSINESS NAME | Enter here. |
| WEBSITE FOR PROJECT | Enter here. |

**PROJECT TITLE**

|  |
| --- |
| Enter a clear title that describes your social media project. |

**SERVICES NEEDED**

|  |  |  |  |
| --- | --- | --- | --- |
| Content Marketing | Website Design | Search Engine Optimization | Brand Development |
| Social Media | Pay-Per Click/Sem | Digital Strategy | Lead Generation |
| Mobile Marketing | Email Campaigns | Landing Pages | Other |

**PROJECT OBJECTIVES**

|  |  |  |
| --- | --- | --- |
| Increase Revenue | Build Brand Credibility | Improve Search Engine Position |
| Generate Leads | Increase Top Accounts | Other |

**PROJECT DESCRIPTION**

|  |
| --- |
| Describe your project, including key messages and objectives. |

**TARGET AUDIENCE**

|  |
| --- |
| Define the audience demographics and interests. |

**PLATFORM(S)**

|  |
| --- |
| Select the social media platforms for the content (e.g., Facebook, Instagram). |

**CONTENT TYPE**

|  |
| --- |
| Choose the type of content required (e.g., graphics, video, text posts). |
| Check here if generative AI can be used for creating or enhancing content. |

**VISUAL ELEMENTS**

|  |
| --- |
| Specify imagery, colors, and branding elements to include. |

**COPY REQUIREMENTS**

|  |
| --- |
| Include essential text, hashtags, and calls-to-action. |

**DEADLINE**

|  |  |
| --- | --- |
| List key dates for draft and final content submissions. | |
| **TARGET START DATE** | **TARGET END DATE** |
| Click or tap to enter a date. | Click or tap to enter a date. |

**BUDGET**

|  |
| --- |
| State the budget available for this project. |

**PREVIOUS CAMPAIGNS**

|  |
| --- |
| Attach references to previous campaigns if applicable. |

**PROJECT STAKEHOLDERS / APPROVAL PROCESS**

|  |
| --- |
| Indicate who will approve the content and at which stages. |

**ADDITIONAL REQUIREMENTS OR COMMENTS**

|  |
| --- |
| Add any other relevant information for the creative team. |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |