



Who is your target audience? Be specific, for eg. Schools in the area, non-english speaking communities, past players...

What databases will you use?

What traditional media promotion activities will you undertake?

What is your objective? _____

Please fill in the following table with the data you plan to use in your campaign:

SOCIAL MEDIA TOOL	CONTENT TYPE	CONTENT FORMAT	MEASURE OF SUCCESS
Website			
Newsletter			
Facebook			
Twitter			
Youtube			
Others			