**Social Media Marketing Request Form**

**Personal & Business Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Requester Name:** |  | | |
| **Department/Team:** |  | **Email:** |  |
| **Phone Number:** |  | **Date of Request:** |  |
| **Deadline/Publish Date:** |  | | |

**Campaign Details**

|  |  |
| --- | --- |
| Campaign/Project Title: |  |
| Objective: | (e.g., brand awareness, lead generation, event promotion) |
| Target Audience: | (age, location, interests): |
| Key Message/Theme: |  |

**Content Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| Platforms Needed: | ☐ Facebook | ☐ Instagram | ☐ LinkedIn |
| ☐ Twitter/X | ☐ TikTok | ☐ YouTube |
| Type of Content Requested: | ☐ Post (Text + Image) | ☐ Video/Reel | ☐ Story/Shorts |
| ☐ Ad Campaign | ☐ Other: |  |
| Copy/Text for Post: |  | | |
| Visual/Design Assets Needed: | ☐ Graphics | ☐ Photography | ☐ Video |
| ☐ None (Will Provide) |  |  |

**Budget & Approval**

|  |  |  |  |
| --- | --- | --- | --- |
| Estimated Budget: | (if applicable) | Paid Promotion Required? | ☐ Yes ☐ No |
| Approver’s Name/Signature: |  | | |

**Sample**

| **Request ID** | **Requester** | **Platform** | **Type of Content** | **Deadline** | **Status** | **Cost ($)** | **Notes** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 001 | John Smith | Instagram | Video/Reel | 10/05/25 | Pending | 250 | Event promo |
| 002 | Sarah Lee | LinkedIn | Post + Image | 10/10/25 | Approved | 0 | HR hiring ad |