Halloween Social Media Campaign Template (Multi-Location)

Publisher: Sociallyin
Prepared for: Multi-location brands, franchise teams and in-house social leads
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Use this worksheet to brief the campaign, assign assets and local permissions, plan publishing, and report outcomes. Start with the time and team you have; a four-week campaign is an option, not a requirement.

> **Starting within a week of Halloween?** Choose one approved product reveal, useful tip or accurate event reminder. Assign an owner, test the link and clear the assets. Skip a new contest if rules, permissions and approvals cannot be completed in time.

Section 1: Campaign Brief

Field	Your entry
One-sentence concept	Connect a seasonal idea to an audience need and the product or service.
Campaign goal / primary KPI	Choose one outcome and define how you will count it.
Audience and markets	Who is this for? Which locations will participate?
Platforms and format	Choose channels your audience uses and formats your team can produce well.
Campaign window	Start: _____ End: _____ Main post: _____
Accountable owner	Name: _____ Backup: _____

Section 1: Brief Details and Sign-Off

Field	Your entry
Secondary measure	One supporting measure: _____
Budget	Paid: $_____ Creator: $_____ Production: $_____
Campaign code	Example: HWSM26. Agreed code: _____
Reporting dates	Mid-campaign: _____ Final: _____
Approver and date	Name: _____ Approved on: _____

Section 2: Creative Platform

Define one idea that each location can express within clear limits. Use a specific concept rather than a promise that customers will share, visit or buy.

Core concept: This Halloween, [Brand] [does / shows / creates] [specific thing] so [audience] can [useful action].

Hypothetical example: A bakery turns its signature cookie into a friendly Halloween character, then shows how customers can decorate it at a verified local event. Local people and event details may change; the recipe, character, logo and campaign tag stay consistent.

What is different for this campaign? Record an observed audience need or a feature verified in the account. Do not invent a trend.

Section 2: Brand and Local Guardrails

2A. Tone and Participation

Topic	Approved treatment	Avoid / review
Humor	Light wordplay tied to an audience need	Graphic scares, cruelty or unsupported claims
Costumes / imagery	Approved seasonal accents	Stereotypes or culturally insensitive references
Team participation	Voluntary and permission-cleared	Pressure to appear or share personal accounts
Other observances	Separate, relevant local guidance	Treating distinct traditions as interchangeable

2B. Locked vs. Customizable

These are planning defaults. Confirm them with the brand owner and record exceptions before distributing the kit.

Element	Locked / global	Local flexibility
Campaign hashtag	One agreed spelling	No change without approval
Logo, colors and fonts	Approved usage rules	Only supplied seasonal variants
Core concept	Keep the approved idea	Adapt people, setting and format
Caption tone	Brand guardrails	Natural local language within guidelines
Store / event details	Accuracy and required disclosures	Verified address, date, time and booking link
Product featured	Approved product list	Available local stock from that list
Publishing time	Approved campaign window	Use local audience data and time zone

Section 3: Post Format Library

Illustrative captions. Adapt the details, tone and call to action to your brand; these are starting points, not locked copy.

Format	Sample caption
TikTok challenge	Duet this if your costume took longer than your commute.
Reels transformation	Watch this turn into a witch.
Stories poll / slider / quiz	Team pumpkin spice or team candy corn? Tap to vote.
Facebook community post / Event	Trick-or-treat at [location], [date], [time]. Find event and accessibility details at [link].
UGC tag prompt	Tag us in your costume; we will ask permission to feature our favorites.
Brand-safe humor visual	The real jump scare? A campaign brief with no deadline.
Guess-the-candy post	First correct guess gets a shoutout. [State how guesses are counted.]
Narrative carousel	Swipe to see how this story ends.
Countdown series	Three days until [verified launch / event]. Here is what to know.
Behind the scenes	Decorating [location] for Halloween; swipe for the prep before the reveal.
Team costume post	Meet the team, spookified. [Include only willing participants.]
Product-as-costume tie-in	[Product] dressed up as [seasonal variant].
Poll-driven follow-up	You voted, we listened: here is [winning option].
Seasonal testimonial	Real feedback from a real customer, wrapped in fake cobwebs.

Before briefing creative: Check feature availability, Duet / Stitch permissions and commercial audio rights. Add a caption and useful alt text to humor graphics. Public tags do not grant reuse permission.

Sections 4-5: Professional Brands and Hashtags

Section 4: B2B, Professional and Regulated Brands

Use a seasonal frame only when it helps explain a useful idea. Keep the normal evidence standards, review process and required disclosures.

Approach	Practical use
Industry horror story	Describe an anonymized workflow mistake and one credible fix.
Seasonal tip carousel	Package existing expertise in a light seasonal visual treatment.
Team or process photograph	Show relevant work with voluntary participation and permission.
Product tutorial	Demonstrate a real task; avoid claims the example cannot support.

Hypothetical B2B example: A cybersecurity provider publishes "Three access-control mistakes that haunt IT teams," with one practical fix per frame. Do not expose customer incidents or confidential systems.

Section 5: Hashtag Plan

Choose relevant tags that describe the post and identify the campaign. One seasonal tag plus one distinctive campaign tag is a simple editorial starting point, not an algorithm rule or a promise of discovery.

Type	Illustrative options
General	#Halloween, #HalloweenParty, #SpookySeason, #TrickOrTreat, #HappyHalloween
Branded	#[BrandName]Halloween - check existing uses and agree the spelling.

Approved campaign tag and spelling: _____

Keep an entry log: Hashtag searches do not show every submission. Record the post URL, creator, eligibility and reuse permission separately.

Section 6: Content Kit Inventory - Media

List only the assets your plan needs. Sizes below are example export targets, not current platform requirements. Confirm placement specs, safe areas, thumbnail crops and account features before production.

Asset / example target	Channel / use	Owner, status and due
Hero static: 1080 x 1080	Feed image; adapt crop to placement	Owner: _____ Status: _____ Due: _____
Portrait static: 1080 x 1350	Portrait feed creative	Owner: _____ Status: _____ Due: _____
Stories: 1080 x 1920	Poll or countdown; confirm sticker availability	Owner: _____ Status: _____ Due: _____
Vertical video: 1080 x 1920	Reels / TikTok hero and optional seed prompt; length follows the idea	Owner: _____ Status: _____ Due: _____
B-roll / cutdowns	Re-use approved footage; plan separate captions and crops	Owner: _____ Status: _____ Due: _____
Carousel frame set	Tutorial, reveal or narrative; define frame count	Owner: _____ Status: _____ Due: _____
Facebook Event cover	Verify the current Event crop and practical details	Owner: _____ Status: _____ Due: _____
YouTube video + thumbnail	Tutorial or story when the longer format adds value	Owner: _____ Status: _____ Due: _____

Status key: Not started / In progress / In review / Approved / Blocked. Choose approval deadlines from your launch date and localization needs; there is no universal September deadline.

Section 6: Content Kit Inventory - Copy and Rights

Asset / record	What to include	Owner / due
Caption variants	Platform, local language, verified details and next action	_____
Hashtag reference	Seasonal options and locked campaign spelling	_____
Product and brand rules	Logo, colors, approved products and local flexibility	_____
Link log	Destination, platform, market, UTM values and test result	_____
Rights / creator records	Audio, image, talent and reuse permissions; usage scope	_____
Approval workflow	Reviewers, response windows, escalation and sign-off record	_____
Accessibility assets	Subtitles, readable on-screen text, alt text and event information	_____
Local opt-out route	Decision owner and useful alternative content where relevant	_____

Production Release

- ☐ Each required asset has an owner, due date and version identifier.
- ☐ Local teams can access the approved files and know which versions to use.
- ☐ The account supports each planned interactive feature.
- ☐ Do not brief a custom Instagram AR filter. Meta retired third-party Spark effects on January 14, 2025.

> Source: Meta Spark announcement. Use available native stickers or a different format when an account lacks a feature.

Section 7: Four-Phase Publishing Plan

Suggested lead-in for campaigns that need attendance or submissions. Adjust the duration, dates and volume to your audience and production capacity.

Phase	Focus	Your dates / owner
1. Introduce the idea	Seasonal product or useful story. Publish Event details and any longer tutorial early.	Dates: _____ Owner: _____
2. Invite participation	Demonstrate the prompt. Explain entry steps, permissions and the useful next action.	Dates: _____ Owner: _____
3. Keep it moving	Answer questions and share permission-cleared entries. Confirm final assets.	Dates: _____ Owner: _____
4. Deliver and follow up	Publish the main post and accurate reminders. Follow up after Halloween and record results.	Dates: _____ Owner: _____

Execution Map

Date / time zone	Platform / format	Asset + caption ID	Owner / status
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Cadence: Choose a workload the team can sustain. A small-team starting example is one main video, one supporting carousel and Stories when there is a useful update. Adjust from audience response. Schedule the main post using your own analytics, not a universal best hour.

Section 8: Market Adaptation and Opt-Outs

Global concept summary: explain the audience need, product connection and permitted local changes in plain language.

Local change	Planning default	Required record
Translate captions	Permitted within approved tone	Language reviewer and final version
Add store / event details	Permitted after accuracy check	Address, date, time zone, booking / access details
Choose a local product	Use the approved list only	Inventory confirmation
Use a new photograph	Review rights and brand fit	Permission and approved asset ID
Change tag, logo or palette	Brand approval required	Written exception before publishing
Add paid promotion	Media and rights review	Budget, usage scope and owner
Change timing / window	Campaign owner approval	Revised date and reason

Opt-Out Decisions

Do not assume Halloween is relevant in every market. A nonseasonal useful post may be the right choice. An autumn theme is not universal across climates or hemispheres.

Reason / market	Alternative and decision owner
Cultural or audience mismatch	_____
Local event or sensitivity	_____
Permissions / approvals incomplete	_____

Section 9: Approval Workflow

Agree reviewers and response windows for this campaign. The times below are fields to complete, not promised service levels.

Stage	Review focus	Reviewer / response window
Brand	Concept, logo, palette, tag and tone	Name: _____ Window: _____
Rights / compliance	Claims, creator usage, promotion mechanics and disclosures	Name: _____ Window: _____
Local	Relevance, accurate details, stock, language and opt-out flags	Name: _____ Window: _____
Scheduling	Final asset, caption, tested destination, time zone and owner	Name: _____ Window: _____

Escalation Path

Situation	Escalate to / agreed response
Missed review window	Campaign lead: _____
Disputed locked element	Brand owner: _____
Unapproved or inaccurate post	Campaign lead + relevant reviewer: _____
Crisis or comment spike	Social lead + communications owner: _____

Keep a sign-off record: Approved asset ID, caption version, destination, reviewer and timestamp. Test the destination after scheduling. Assign someone to respond to questions and last-minute changes.

Section 9: Campaign Readiness Checklist

Use alongside the per-post approval record. This is a planning aid, not a complete legal or accessibility review.

Creative foundation

- ☐ Core concept connects the season to an audience need and the brand.
- ☐ Concept and caption tone fit brand guidelines.
- ☐ Platform-specific formats are selected and feasible.
- ☐ Interactive features are available in the account.
- ☐ Relevant hashtags and one consistent campaign spelling are approved.

Content kit

- ☐ Required assets, versions, owners and deadlines are recorded.
- ☐ Locked elements and local permissions are clear.
- ☐ Audio, image, creator and participant permissions are documented.
- ☐ Captions, alt text and practical accessibility details are included.

Calendar and approvals

- ☐ Dates, time zones, addresses, stock and booking details are verified.
- ☐ Required reviews and sign-offs are recorded.
- ☐ Publishing and comment-response owners are assigned.
- ☐ Local opt-outs and escalation contacts are documented.

Measurement setup

- ☐ Primary measure, definitions and comparable baseline are recorded.
- ☐ Tracking links work; attribution limits and report dates are agreed.

Section 10: Measurement Dashboard

Define the goal, denominator and comparison before launch. Compare similar formats, audience sizes, spend and time windows. A change from a 30-day baseline provides context; it does not prove Halloween caused the difference.

Measure / definition	Baseline	Target	Actual
Primary outcome: _____	_____	_____	_____
Secondary measure: _____	_____	_____	_____
Engagement rate by reach	_____	_____	_____
Eligible / permission-cleared UGC	_____	_____	_____
Tracked website conversions	_____	_____	_____
Campaign code redemptions	_____	_____	_____

Rate Definitions and Limits

Engagement rate by reach: interactions / reach x 100. State which interactions you count.
Website conversion rate: tracked conversions / the defined session base x 100.
Cost per chosen outcome: relevant spend / the defined outcomes. If outcomes are zero, report that rather than dividing by zero.

> **Hypothetical example:** A rate rising from 2% to 2.8% is an increase of 0.8 percentage points and 40% relative to baseline. Include the sample size, time window and spend context.

UTMs label outbound website traffic. Use native reporting separately for profile visits and in-app actions. UTMs do not directly count all store visits or later purchases. Shared codes, missing consent, cross-device journeys and other exposures can limit attribution.

Known measurement limits and comparison caveats

Section 10: Tracking Links and Reporting

Use consistent UTM naming that lets you distinguish platform, placement, market and creative. Keep the platform in utm_source; put market and asset identifiers in utm_content or a documented additional field. Do not place personal data in tracking parameters.

Field	Example / your convention
Destination	The relevant working event, product or booking page
utm_source	instagram / tiktok / facebook / youtube
utm_medium	social (organic) or the team's agreed paid convention
utm_campaign	HWSM26
utm_content	atlanta-reel-ghost-cookie-v1

Link Register

Asset / market	Destination or log ID	Tested by / date
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Reporting Schedule

Report	Date	Audience / owner
Mid-campaign check	_____	Team / _____
End-of-campaign data pull	_____	Analytics owner / _____
Final report after follow-up	_____	Stakeholders / _____

Record full tagged links in the team link log, including source, medium, campaign and content. Click through the final published destination; shortened URLs should resolve to the same approved tagged link.

Section 11: UGC Permissions and Campaign Wrap

A public tag is not permission to repost. Ask the creator how and where the content may be used, record their response and respect the agreed scope. Paid use may require different rights from an organic repost.

Creator / post URL or log ID	Permission / usage scope	Owner / repost date
_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____
_____ _____	_____ _____	_____ _____

Performance Summary

Campaign window: _____
Primary outcome: actual _____ vs. target _____
Secondary measure: actual _____ vs. target _____
Rate change: _____ percentage points; _____% relative change
Eligible entries / permission-cleared entries: _____ / _____
Spend: actual $_____ vs. budget $_____
Top post and relevant result: _____
Attribution limits: _____

What the evidence suggests, and what it cannot establish

Section 11: Lessons Learned

Creative and content

Which idea best served the audience? Which format justified its production time? Where did the concept need clearer local guidance?

Notes and next action

Local coordination

How many corrections were needed? Were locked elements, local choices and opt-out decisions clear?

Notes and next action

Measurement

Did the primary measure answer the campaign question? Which comparisons were fair, and which outcomes could not be attributed confidently?

Notes and next action

Process

Which review or production step delayed the work? What one change would improve the next campaign?

Notes and next action

Bottom Line

Start with one useful idea, a clear owner and a defined measure. Give local teams practical boundaries, verify the assets and approvals, and report the results alongside the limits of the data.

Updated guidance: Sociallyin Halloween social media posts.
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