

Halloween Social Media Campaign Template (Multi-Location)

Publisher: Sociallyin

Prepared for: Multi-location brands, franchise social teams, and in-house leads managing distributed Halloween campaigns

How to use this template: Work through each section in order before October 1. Sections 1-3 are strategy; Sections 4-6 are execution; Sections 7-8 are measurement and wrap.

Definitions used in this template: - **UTM:** a tracking tag added to a link so you can see exactly which post drove a click. - **AR filter:** an interactive effect (like a face filter) users can apply and share in their own Stories.

Section 1: Campaign Brief

Fill in each row before you brief any creative or local teams. If you cannot complete this section in one sitting, the campaign is not ready to execute.

Field	Your Entry
One-sentence campaign concept	(What the brand does + the emotional idea the Halloween campaign creates. Example: "We turn [product category] into the most shareable moment of October by giving customers a reason to show up in-store and on camera.")
Primary target platforms	(List only platforms where your audience is active and where you can post at least twice per week)
Campaign window	Start date: End date: Peak post date: Oct 31
Primary KPI	(Pick one: engagement rate delta vs. baseline / promo code redemptions / UGC submissions / in-store traffic lift / tracked link conversions)
Secondary KPI	(One supporting metric only)

Field	Your Entry
Budget allocation	Paid: \$ Influencer: \$ Production: \$
Campaign code / UTM prefix	(e.g., HWSM26; used across all tracking links. UTM: the tracking tag on each link that shows which post drove a click.)
Reporting date	(Recommended: November 7; gives you one week of post-campaign UGC follow-up data)

Tip: If leadership approves the brief at this stage, every downstream decision; creative, posting schedule, approval workflow; traces back to a signed-off document rather than a Slack thread.

What is different for Halloween 2026: Fill this line in with the current shift your team is actually seeing this year; a format gaining traction (e.g., longer-form vertical video, interactive Stories stickers), a new platform feature this Halloween season, or a change in how your audience discovers seasonal content. Do not guess; name what is verifiably true right now, and let it steer format choices below.

Section 2: Creative Platform

A creative platform is not a mood board. It is the single idea that every location and market will express in their own way. Define it here so local teams can customize freely within it rather than drifting off-voice.

2A. Core Concept Statement

Core concept (one sentence):

(Complete this: "This Halloween, [Brand] [does/shows/creates] [specific thing] so that [audience] can [specific action or feeling]. ")

Example: "This Halloween, [Brand] turns its signature [product] into the most photographed item in every location so customers have a reason to come in, post, and come back."

2B. Tone Guardrails

Mark each row. This becomes the review checklist for every piece of content before it posts.

Tone Dimension	Allowed	Not Allowed
Spooky humor	(e.g., light wordplay, puns)	(e.g., gore, jump-scare copy)
Costume references	(e.g., product-as-costume comparisons)	(e.g., culturally insensitive costume types; list them)
Scary visuals	(e.g., orange/black palette, cobwebs, bats)	(e.g., graphic horror imagery)
Self-deprecating brand humor	(Yes / No)	
Holiday references beyond Halloween	(Yes / No; e.g., Día de los Muertos requires separate guidance)	
Competitor mentions	Never	

2C. Mandatory vs. Customizable Elements

Share this table directly with every local team and market lead. "Locked" means no exceptions without written sign-off from brand.

Element	Locked (Global)	Customizable (Local)	Notes
Campaign hashtag		;	One hashtag, zero variations
Brand logo placement		;	Bottom-right on all static assets
Brand color palette		;	Halloween accent colors pre-approved in kit
Font family		;	
		;	May not be rewritten

Element	Locked (Global)	Customizable (Local)	Notes
Core concept sentence			
Caption tone	;		Must stay within tone guardrails above
Local store name/ address	;		
Local event details	;		
Language/dialect	;		
Product featured (from approved list)	;		Must choose from approved product list
Posting time/day	;		Must stay within campaign window

Section 3: Post Format Library

Use these formats as the menu local teams pull from. Each includes a sample caption you can copy and adapt to your brand voice; they are starting points, not locked copy.

Format	Sample Caption
TikTok challenge	"Duet this if your costume took longer than your commute "
Instagram Reels transformation	"Watch this turn into a witch"
Stories poll / slider / quiz	"Team pumpkin spice or team candy corn? Vote "
Facebook Event / community post	"Trick-or-treat hours at [location]: 5-8pm, all welcome"
UGC tag prompt	"Tag us in your costume and we'll repost our favorites all week"
Brand-safe humor visual	(Static graphic, no caption needed)

Format	Sample Caption
"Guess the candy" interactive post	"First one to guess right gets a shoutout "
Narrative carousel	"Swipe to see how this story ends "
Countdown post series	"3 days until the scariest thing this month: our Q4 inbox. Also, Halloween."
Behind-the-scenes / prep content	"Decorating the [location] for Halloween; swipe for the mess before the magic"
Staff / team costume post	"Meet the team, spookified"
Product-as-costume tie-in	"[Product] dressed up as [seasonal variant]"
Poll-driven follow-up post	"You voted, we listened: here's [winning option]"
Testimonial with a seasonal wrapper	"Real talk from a real customer, wrapped in fake cobwebs"

Section 4: B2B, Professional, and Regulated Brands

Halloween content is not only for consumer brands. B2B, professional-services, and regulated brands can participate without undermining credibility; the trick is a low-key tie-in that stays inside your existing voice rather than a costume-and-candy pivot that reads as off-brand.

Named example worth studying: Zendesk, the customer-service software company, has run "support horror stories" seasonal content on LinkedIn; short, relatable posts about the customer-service nightmares its audience deals with year-round, framed with a light Halloween wrapper. It works because the joke lands on a real pain point the audience recognizes, the product connection is implicit rather than forced, and the tone never drifts into gimmick territory. A professional-services firm can achieve the same effect with a subtle seasonal palette swap on a single graphic, or an "industry horror stories" prompt that invites peers to share their worst war stories.

4A. Credible Low-Key Formats

Format	Why It Holds Credibility
"Industry horror stories" prompt (LinkedIn)	Lands on a shared pain point; product tie-in stays implicit
Subtle seasonal palette swap on one graphic	Signals awareness without a costume pivot
A single light-touch team photo	Human, not gimmicky; keep it to one post
Seasonal framing on an existing data point or tip	Repackages real value, not a novelty stunt

Guardrail: If a post would embarrass a client, a regulator, or your own sales team, it does not run. One credible seasonal post beats a week of forced ones.

Section 5: Hashtags Worth Using

Keep hashtag use tight. Pair one general discovery hashtag with your locked branded hashtag per post; do not stack five, it reads as noise and dilutes the branded thread.

General / discovery: #Halloween #HalloweenParty #SpookySeason #TrickOrTreat #HappyHalloween

Branded / campaign: Lock one campaign hashtag per the content kit (e.g., #[BrandName]Halloween) and reuse it across every post so all UGC aggregates into one searchable thread. This is the single hashtag that must never vary between markets.

Section 6: Content Kit Inventory

List every asset the campaign requires. Assign a status to each before distribution. Local teams should not be waiting on assets when October starts.

Asset Checklist

#	Asset Name	Format	Dimensions / Length	Platform(s)	Owner	Status	Due Date
1	Hero static; feed	Static image	1080×1080	Instagram, Facebook		Not started	
2	Hero static; portrait	Static image	1080×1350	Instagram Feed		Not started	
3	Stories frame; poll variant	Static image	1080×1920	Instagram Stories		Not started	
4	Stories frame; countdown	Static image	1080×1920	Instagram Stories		Not started	
5	Reels hero	Vertical video	1080×1920, 15–30 sec	Instagram Reels, TikTok		Not started	
6	Reels B-roll pack	Vertical video	1080×1920, 5–10 sec clips	Instagram Reels, TikTok		Not started	
7	TikTok challenge seed video	Vertical video	1080×1920, 15–60 sec	TikTok		Not started	
8	Carousel; 5 frames	Static image set	1080×1080 each	Instagram Feed		Not started	
9	Facebook Event cover	Static image	1200×628	Facebook		Not started	
10	YouTube thumbnail	Static image	1280×720	YouTube		Not started	
11	YouTube hero video (if applicable)	Horizontal video	1920×1080, 60–180 sec	YouTube		Not started	

#	Asset Name	Format	Dimensions / Length	Platform(s)	Owner	Status	Due Date
12	Caption variants; Tier 1 markets	Copy doc	;	All platforms		Not started	
13	Caption variants; Tier 2 markets	Copy doc	;	All platforms		Not started	
14	Approved hashtag list	Copy doc	;	All platforms		Not started	
15	Tracking link log (UTMs)	Spreadsheet	;	All platforms		Not started	
16	Approval workflow doc	PDF / shared doc	;	Internal		Not started	

Status key: Not started | In progress | In review | Approved | Blocked

Note: All assets must reach Approved status no later than September 25 so local teams have five days to localize before the October 1 soft launch.

Section 7: Platform Execution Map

One row per post. Every post that goes live during the campaign window should appear here before it is scheduled. Assign an owner to each row; unowned posts do not get posted on time.

How to Read This Map

- **Copy variant** refers to caption style: A = national/brand voice, B = local/community voice, C = influencer-written.

- **Post type** uses each platform's native format.
- **Assigned owner** is the specific person (name, not role) responsible for scheduling and monitoring.

Ready-to-Copy Lines by Platform

Drop one of these into the relevant row as a starting caption, then localize:

- **TikTok:** "Duet this if your costume took longer than your commute"
- **Instagram Reels:** "Watch [product] turn into the only costume that matters this year"
- **Instagram Stories:** "Team pumpkin spice or team candy corn? Tap to vote" (add an AR filter here; an interactive face effect viewers can reuse in their own Stories)
- **Facebook:** "Trick-or-treat hours at [location]: 5-8pm, all welcome"
- **YouTube:** "How we spooked up [location] in one afternoon; full walkthrough"

Week 1: Oct 1-7; Ambient Seasonal Content

Platform	Post Type	Posting Date	Caption Variant	Asset #	Assigned Owner	Scheduled?
Instagram Feed	Static; hero portrait	Oct 2	A	2		
Instagram Stories	Poll sticker frame	Oct 3	A	3		
Facebook	Community post + Event creation	Oct 4	B	9		
TikTok	Ambient product/seasonal video	Oct 5	A	5		
YouTube	Tutorial / hero video (if applicable)	Oct 6	A	11		

Week 2: Oct 8-14; Challenge Launch / UGC Prompt

Platform	Post Type	Posting Date	Caption Variant	Asset #	Assigned Owner	Scheduled?
TikTok	Challenge seed video	Oct 8	C (creator-led)	7		
Instagram Reels	Reels hero; challenge prompt	Oct 9	A	5		
Instagram Stories	Countdown sticker	Oct 10	A	4		
Facebook	UGC prompt post	Oct 11	B	1		
Instagram Feed	Carousel; 5-frame concept	Oct 12	A	8		

Week 3: Oct 15-21; Peak Participation

Platform	Post Type	Posting Date	Caption Variant	Asset #	Assigned Owner	Scheduled?
Instagram Stories	UGC repost (approved entries)	Oct 15	B	UGC		
TikTok	Creator reply / Duet feature	Oct 16	C	UGC		
Instagram Reels	B-roll / participation highlight	Oct 17	A	6		
Facebook	Mid-campaign	Oct 18	B	1		

Platform	Post Type	Posting Date	Caption Variant	Asset #	Assigned Owner	Scheduled?
	engagement post					
Instagram Stories	Quiz sticker frame	Oct 19	A	3		

Week 4: Oct 22-31; Hero Content + Halloween Day

Platform	Post Type	Posting Date	Caption Variant	Asset #	Assigned Owner	Scheduled?
Instagram Feed	Hero static; square	Oct 25	A	1		
TikTok	Hero Reels / final challenge push	Oct 28	A	7		
Instagram Stories	Oct 31 countdown	Oct 30	A	4		
Instagram Feed	Oct 31 hero post	Oct 31	A	2		
Facebook	Oct 31 community post	Oct 31	B	1		
TikTok	Oct 31 challenge close / winner	Oct 31	A	7		
Instagram Stories	Nov 1 UGC reposts	Nov 1	B	UGC		
Instagram Stories		Nov 2	B	UGC		

Platform	Post Type	Posting Date	Caption Variant	Asset #	Assigned Owner	Scheduled?
	Nov 2 UGC reposts (final)					

How Often to Post

Cadence during the ramp is not identical across platforms. Use this as a starting range and adjust to what your team can sustain at a high standard.

- **Instagram Stories:** daily through the campaign window; low production cost, high frequency tolerance.
- **TikTok and Instagram Reels:** 3–4 times per week each.
- **Instagram Feed:** 2–3 times per week.
- **Facebook and YouTube:** less frequent; anchor posts (Event, community update, hero video) rather than daily activity.

Peak-day timing: Post your Oct 31 hero content when your audience is normally most active, based on your own platform analytics. Do not default to a generic universal "best time"; verify against your last 30 days of data.

Section 8: Market Adaptation Notes

For brands running this campaign across multiple regions or franchise markets. Complete this section before distributing the content kit.

8A. Global Concept Summary (One Paragraph)

(Write the campaign concept here in plain language; no jargon; so a market lead in any region can read it and understand what the campaign is and is not trying to do.)

Campaign concept summary:

(Fill in. Example: "The campaign positions [Brand] as the brand that makes Halloween worth showing up for; in-store and on-camera. Every post, regardless of market, points back to the product and the in-store moment. The Halloween theme is the wrapper; the tracked path from social post to store visit is the engine.")

8B. Local Customization Permissions

Customization Type	Permitted	Requires Approval	Not Permitted
Translate captions into local language		;	
Add local store name and address		,	
Reference local in-store event		;	
Feature a locally sourced product photo	;	Brand review	
Use a different campaign hashtag	;	;	
Modify logo placement or size	;	;	
Reference a local competitor	;	;	
Post outside campaign window	;	Regional director	
Add paid promotion to any local post	;	Marketing ops	
Use non-approved Halloween imagery	;	;	

8C. Opt-Out Criteria

Some markets should not run Halloween-specific content. Use the criteria below to decide.

Criterion	Action
Halloween is not a recognized cultural moment in this market	Opt out of Halloween-specific imagery; run autumn/seasonal theme instead using the same assets with color palette only
Local regulations restrict promotional contests	Remove UGC/challenge mechanic; run ambient content only

Criterion	Action
Recent local event makes festive content inappropriate	Full opt-out; notify campaign lead by [date]
Market posts in a language with no approved caption variant	Request caption translation by Sep 20 or opt out

Markets opting into autumn-only theme: List them here before the kit ships. These markets use the same locked visual elements but drop all explicit Halloween copy, costumes, and October 31 references.

Section 9: Approval Workflow

Every post that goes live from a brand or franchise account must clear this workflow. Document it here so reviewers know their SLA and local teams know who to send what.

9A. Review Stages

Stage	What Is Reviewed	Reviewer Name / Role	Turnaround SLA	Sign-Off Method
Stage 1; Brand compliance	Logo, colors, hashtag, tone guardrails	(Name); Brand Manager	24 hours	Email approval or comment in shared doc
Stage 2; Legal / regulatory	Promo mechanics, claims, contest rules	(Name); Legal / Compliance	48 hours	Written sign-off required
Stage 3; Regional director	Local relevance, opt-out flags	(Name); Regional Lead	24 hours	Slack or email
Stage 4; Scheduling confirmation	Final asset file, caption, link, owner	(Name); Social Media Manager	12 hours	Scheduling platform confirmation

9B. Escalation Path

Scenario	Escalate To	Response SLA
Reviewer misses SLA	Campaign lead	4 hours
Local team disputes a locked element	Brand Manager + Regional Director	24 hours
A post goes live without approval	Campaign lead + Legal	Immediate
A crisis or negative comment spike on a Halloween post	Social lead + PR	2 hours

9C. Pre-Launch Checklist (Per Post)

Every person scheduling a post completes this before hitting publish.

- ☐ Asset matches the approved version in the content kit
 - ☐ Caption uses the correct variant (A / B / C) for this market
 - ☐ Campaign hashtag is present and spelled correctly
 - ☐ Tracking link (UTM) is included and tested
 - ☐ Stage 1-4 approvals are documented
 - ☐ Post is scheduled, not manually published, unless same-day
 - ☐ Owner name is recorded in the execution map (Section 7)
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Section 10: Measurement Dashboard

Pull your baseline numbers before October 1. Every delta target in this section is meaningless without a pre-campaign baseline to compare against.

10A. Baseline Metrics (Pull Before Oct 1)

Metric	Platform	Last-30-Day Baseline	Source / Tool
Engagement rate (avg per post)	Instagram		
Engagement rate (avg per post)	TikTok		
Engagement rate (avg per post)	Facebook		

Metric	Platform	Last-30-Day Baseline	Source / Tool
Reach (avg per post)	Instagram		
Reach (avg per post)	TikTok		
Profile visits	Instagram		
Link clicks (avg per post)	All		
Promo code redemptions (last seasonal campaign)	;		
UGC submissions (last campaign)	;		

10B. Halloween Delta Targets

Set these targets based on your baseline, not industry benchmarks. "40% above your own baseline" is a meaningful claim; "industry average engagement rate" is not.

Metric	Baseline Value	Target (% above baseline)	Target Absolute Value	Actual (fill post-campaign)
Engagement rate delta		+__%		
Challenge / UGC submissions		+__%		
Promo code redemptions		+__%		
Tracked link conversions		+__%		
Cost per engaged user		; % (efficiency target)		
In-store traffic lift (if tracked)		+__%		

10C. Tracking Link Log

Create one UTM per post type and platform. (UTM: the tracking tag added to a link so you can see which post drove a click.) Do not reuse UTMs across markets; you need to be able to separate national from local performance.

Link #	Destination URL	UTM Source	UTM Medium	UTM Campaign	UTM Content	Short Link	Assigned To
1		instagram	social	HWSM26	hero-feed-oct2		
2		tiktok	social	HWSM26	challenge-seed-oct8		
3		facebook	social	HWSM26	event-oct4		
4		instagram	stories	HWSM26	poll-oct3		
5		(local market code)	social	HWSM26	local-[market]		
+	(add rows as needed)						

10D. Reporting Schedule

Report	Date	Audience	Owner	Format
Mid-campaign pulse check	Oct 17	Campaign team	Social lead	Slack summary, 5 metrics
End-of-campaign data pull	Nov 1	Campaign team	Analytics	Raw export
Leadership report	Nov 7	Leadership / stakeholders	Campaign lead	Slide deck or 1-page memo

Section 11: Post-Campaign Wrap

Complete this section by November 7. If no one fills it in, the lessons disappear and next year's brief starts from zero.

11A. UGC Repost Schedule

Identify the top UGC submissions by October 31 and schedule reposts for November 1–2 before the conversation window closes.

Repost #	Original Creator Handle	Platform	Post URL	Permission Obtained?	Scheduled Date	Assigned Owner
1		Instagram		/	Nov 1	
2		TikTok		/	Nov 1	
3		Instagram		/	Nov 2	
4		Facebook		/	Nov 2	
+	(add rows)					

Permission standard: A public comment tag is not explicit permission. DM the creator, state how you will use the content, and save their written reply before reposting.

11B. Performance Summary Template

Copy this block into your November 7 leadership report.

HALLOWEEN CAMPAIGN; PERFORMANCE SUMMARY

Campaign window: [Oct X] - [Oct 31]

Primary KPI: [KPI name]

RESULT vs. TARGET

- [Primary KPI]: [Actual] vs. [Target] ([+/- %])
- [Secondary KPI]: [Actual] vs. [Target] ([+/- %])
- Engagement rate delta vs. 30-day baseline: [+/- %]
- Promo code redemptions: [#] ([+/- %] vs. last seasonal campaign)
- UGC submissions received: [#] | Approved for repost: [#]

- Top-performing post: [Platform, date, format, result]
- Lowest-performing post: [Platform, date, format, result]

BUDGET

- Total spent: \$[X] | Allocated: \$[X] | Variance: \$[X]
- Cost per engaged user: \$[X]

KEY TAKEAWAY (one sentence):

[What the campaign proved, in plain language.]

11C. Lessons-Learned Prompts

Answer these in writing before the debrief meeting. Bullet points are fine. Vague answers are not.

Creative and content - Which single post format drove the highest engagement rate delta? Why do you think it worked? - Which asset took the most production time relative to its performance? Would you cut it next year? - Did the campaign concept sentence hold up across all platforms and markets, or did it break down somewhere?

Multi-location coordination - How many local posts required a correction after going live? What was the most common error? - Did any market opt out? Did that opt-out process work smoothly, or does the criteria need updating? - Were the locked vs. customizable element boundaries clear enough, or did local teams ask for clarifications that reveal a gap in the brief?

Measurement and reporting - Did your primary KPI actually tell you whether the campaign worked? If not, what would you track instead? - Which tracking links had zero clicks? What does that tell you about that post's ability to drive action? - Could you show leadership a number that traces directly from a social post to a business result? If not, what needs to change in the campaign structure to make that possible next year?

Process - Was the approval workflow SLA realistic? Where did it break down? - Did all assets reach Approved status before October 1, or were teams scrambling? - What single process change would make the biggest difference to next year's campaign execution?

Bottom Line

The Halloween social media posts are the easy part, and now you have them mapped to the platform each one fits. What turns a set of posts into a campaign you can report is the structure around them; a signed-off brief, a locked creative platform, an owned execution map, and a baseline you measured before October 1. Fill in every section

before distributing to local teams. An incomplete brief produces inconsistent content; a completed one produces a campaign you can report.

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