

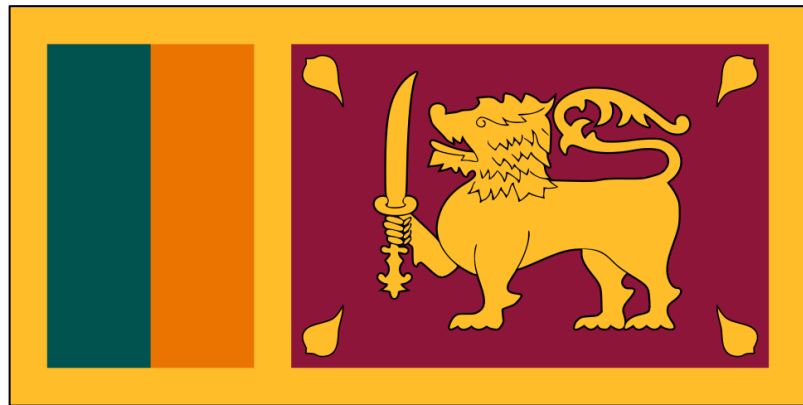
From Objectives to Implementation: Strategic Campaign Planning

Nayoon Kang
August 20, 2025

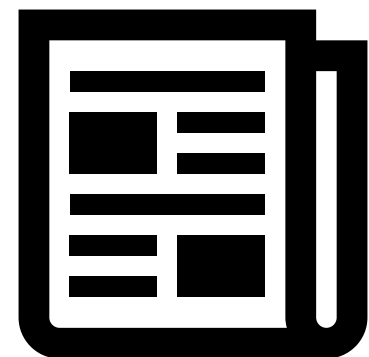




**International Relations
Business and Marketing**



**Media, Communications and
Development**



**Department of
Partnerships,
Governance &
Communications**

**Communication &
Knowledge Sharing**

What is a strong communication product?

“GREEN TAXANOMY”

: a classification system established to clarify which economic activities are environmentally sustainable, aligning with the framework to facilitate sustainable investment, and amending the Regulation.



[IFC Explained: What are Green Taxonomies? - YouTube](#)



The Power of Structure

Following the Campaign Planning

1. Campaign Background & Context
2. Campaign Objectives
3. Audience Analysis
4. Platform Selection
5. Key Messages & Messaging Framework
6. Analytics



Social Media Campaign Template

Campaign Overview

Campaign Name	
Campaign Duration	
Prepared by	
Date Prepared	

1. Campaign Background & Context

Situation Analysis

- Current Challenge/Opportunity:
- Organizational Context:

Campaign Rationale

- Why Now: [Explain the timing and urgency]
- Strategic Alignment: [How this connects to organizational objectives]

2. Campaign Objectives

Primary Objective

[One clear, overarching goal]

Secondary Objectives

- Informational
- Motivational
- Behavioral

3. Target Audience Analysis

Primary Audience

- Demographics: [Age/Location/Gender]
- Social Media Behavior:
 - Preferred platforms: [List platforms in order of preference]
 - Content preferences: [Types of content they engage with]
 - Engagement style: [How they interact with brands]

Background & Context

Starting with purpose

Situation Analysis

Current Challenge/Opportunity

- What problem are you bringing it up?
- What solutions are you seeking?

Organizational Context

- How does this fit your organization's mission?
- How does this align with your organization's milestone?

Campaign Rationale

Why now?

- What makes this the right time?
- What urgency exists?

Strategic Alignment

- How does this connect to organizational objectives?
- What broader goals does this support?

Campaign Objectives

Primary Objective: ONE CLEAR, OVERARCHING GOAL

- What is the most important thing you want to achieve?

Secondary Objectives:

- Informational: What do you want people to learn?
 - Motivational: How do you want people to feel?
- Behavioral: What action do you want people to take?

Target Audience Analysis

Primary Audience

Demographics:

- Age, Location, Gender
- Professional status

Social Media Behavior:

- Preferred platforms
- Content preferences
- Engagement styles (how do they interact with brands)



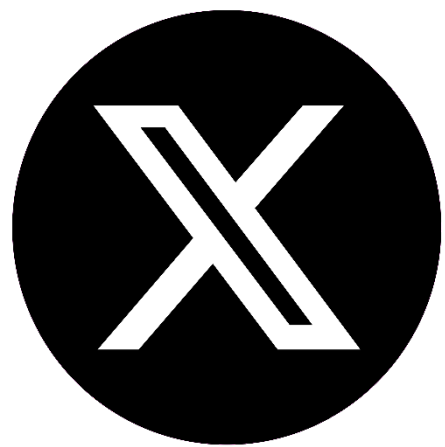
PERSONA

- Age:
- Occupation:
- Goals: [What they want to achieve]
- Social Media Usage: [How they use social media]
- Messaging Needs: [What resonates with them?]

Channels/ Platform

Choosing the Right Platforms

- Platform Relevance: Selecting platforms where your target audience is most active
- Platform Strengths: Leveraging the unique features and strengths of each platform to meet the objectives (ex. LinkedIn PDF, Instagram Broadcast Channel)



Target Audience: 20s-40s

- Timely and lively update in new information
- Informative content in easy-to-digest format
- Update on events and conferences



Target Audience: 20s-60s

- Key projects and initiatives
- Partnerships and Collaborations
- Success/Impact Stories
- Research and Publications



Target Audience: 20s-40s

- ☐ Updating news and events
- ☐ Success/Impact Stories



Target Audience: 20s-40s

- Informative content in easy-to-digest format (card news)
- Human Stories (reels, articles)
- Events, Conferences

Key Messages

UMBRELLA STATEMENT

COREMESSAGE

Informational

Supporting Messages

Message Pillar 1:

- Key Point: [Main Idea]
- Supporting Evidence: [Facts, stats, testimonials]

Motivational

Supporting Messages

Message Pillar 2:

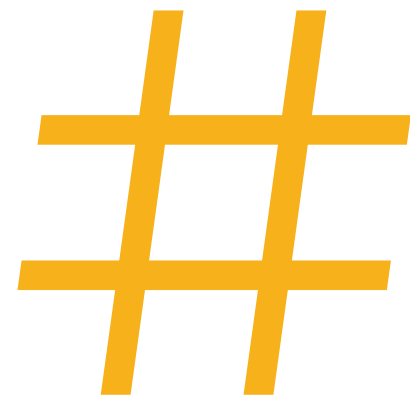
- Key Point: [Main Idea]
- Supporting Evidence: [Facts, stats, testimonials]

Behavioral

Supporting Messages

Message Pillar 3:

- Key Point: [Main Idea]
- Supporting Evidence: [Facts, stats, testimonials]



Primary Campaign Hashtag:

[#MainCampaignTag]

- Unique to your campaign
- Easy to remember and spell

Secondary Hashtags:

[#SupportingTags]

- Broader industry/topic hashtags
- Popular relevant hashtags

Key Performance Indicators



Average Reach Rate

This rate indicates the number of unique users exposed to your content.



Average Engagement Rate

This rate indicates how engaging our followers and overall audience finds our content.



Audience Growth Rate

This rate indicates the follower growth rate, and overall increase in brand awareness.

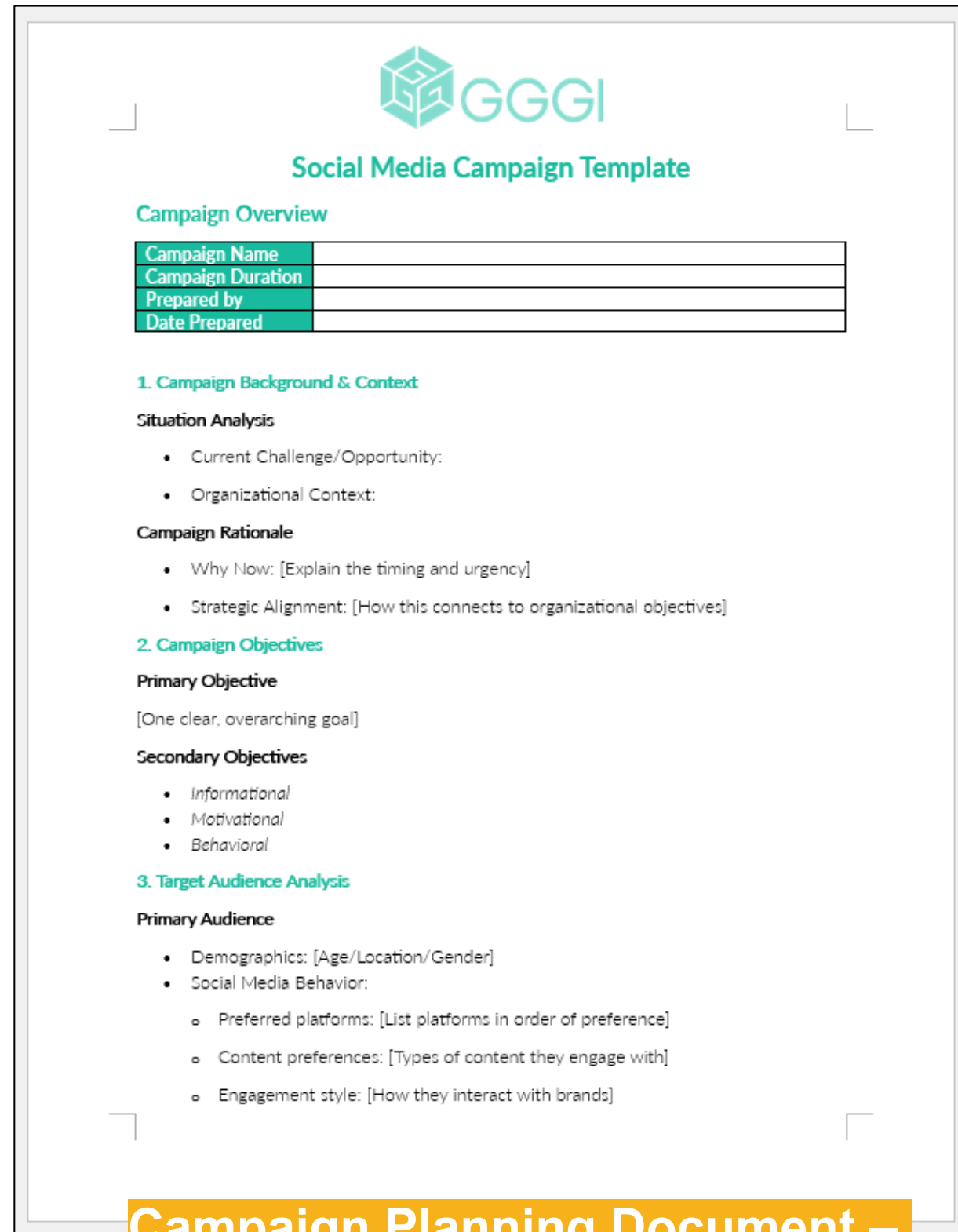


Click-through Rate

This rate indicates if our posts bring users to click on the links mentioned.

Template and Toolkit

1



GGGI

Social Media Campaign Template

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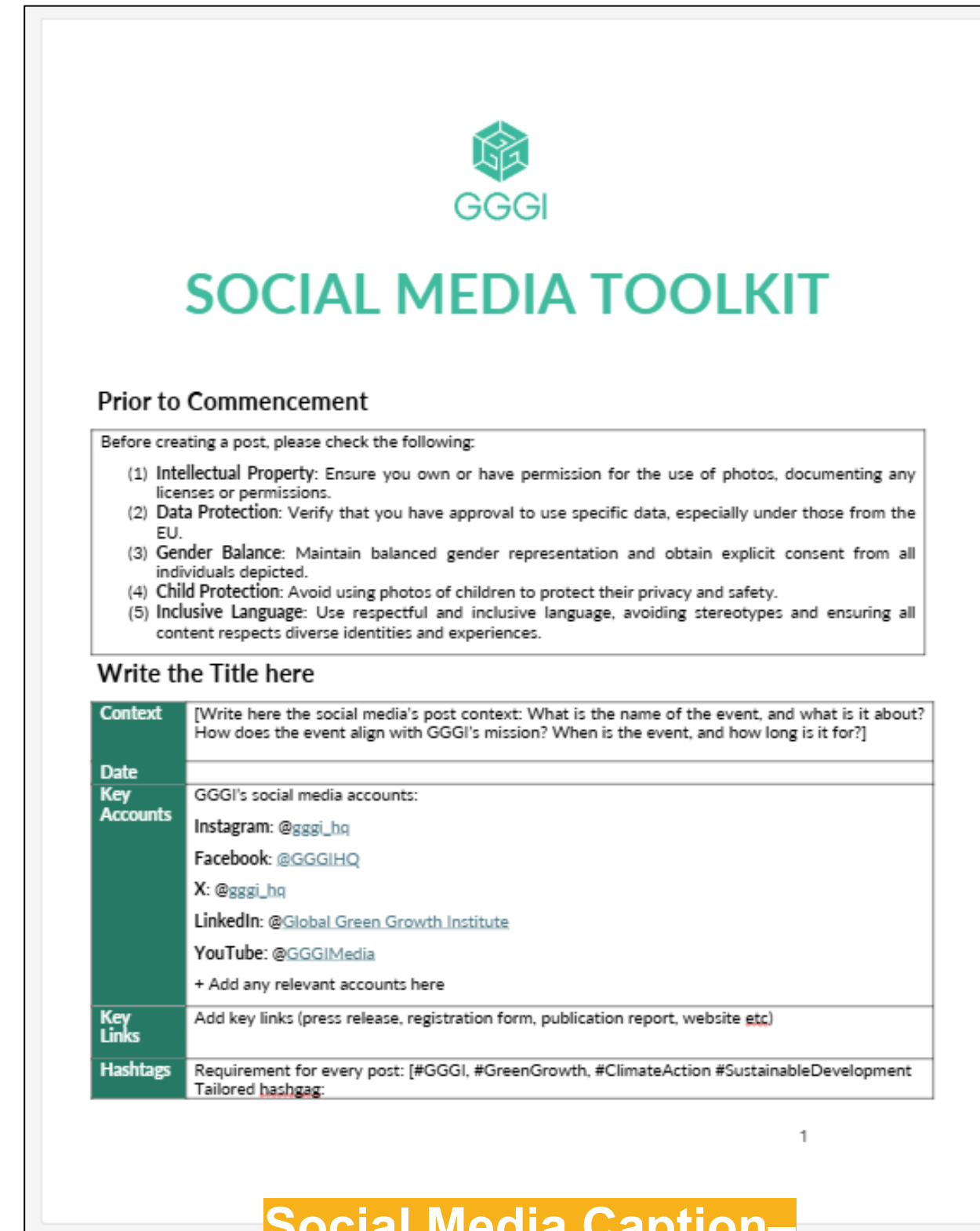
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**Campaign Planning Document –
Before developing the visual content**

2



GGGI

SOCIAL MEDIA TOOLKIT

Prior to Commencement

Before creating a post, please check the following:

- Intellectual Property:** Ensure you own or have permission for the use of photos, documenting any licenses or permissions.
- Data Protection:** Verify that you have approval to use specific data, especially under those from the EU.
- Gender Balance:** Maintain balanced gender representation and obtain explicit consent from all individuals depicted.
- Child Protection:** Avoid using photos of children to protect their privacy and safety.
- Inclusive Language:** Use respectful and inclusive language, avoiding stereotypes and ensuring all content respects diverse identities and experiences.

Write the Title here

Context	[Write here the social media's post context: What is the name of the event, and what is it about? How does the event align with GGGI's mission? When is the event, and how long is it for?]
Date	
Key Accounts	GGGI's social media accounts: Instagram: @gggi_hq Facebook: @GGGIHQ X: @gggi_hq LinkedIn: @Global.Green.Growth.Institute YouTube: @GGGIMedia + Add any relevant accounts here
Key Links	Add key links (press release, registration form, publication report, website etc)
Hashtags	Requirement for every post: [#GGGI, #GreenGrowth, #ClimateAction #SustainableDevelopment Tailored hashtag:

**Social Media Caption–
After developing the visual content**

Prior to Commencement

Intellectual Property: Ensure you own or have permission for the use of photos, documenting any licenses or permissions.

Data Protection : Verify that you have approval to use specific data, especially under General Data Protection Regulation (GDPR) and other relevant country laws.

GESI Maintain balanced gender representation and obtain explicit consent from all individuals depicted.

Child Protection : Avoid using photos of children to protect their privacy and safety.

Inclusive Language Use respectful and inclusive language, avoiding stereotypes and ensuring all content respects diverse identities and experiences.





Thank you



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