



TEMPLATES / FREE PDF

Social Creative Brief

Align the goal, audience, message, assets, and approvals before creative work begins.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Write a brief people can use

A good brief reduces avoidable questions without prescribing every creative decision. Keep it specific enough for someone else to begin the work.

- 1 Objective**
State the audience action or understanding the content should support. Explain why this work matters now.
- 2 Audience**
Describe the situation, question, or need behind the brief. Include any relevant context from actual conversations or research.
- 3 Single message**
Write the most important point in one sentence. Separate required facts from optional supporting details.
- 4 Deliverables**
List the formats, channels, versions, and destination links. Confirm current requirements in the publishing tools before production.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



02 / Make the handoff complete

Agree on the constraints and review process early. The team should know what is fixed, what is flexible, and who decides.

- 1 Creative direction**
Include approved references and brand assets. Explain what is useful about a reference rather than asking for a copy.
- 2 Required elements**
List names, dates, disclosures, accessibility needs, permissions, and any approved wording. Avoid leaving mandatory details in scattered messages.
- 3 Timing and responsibilities**
Name the creator, reviewer, and final approver. Allow time for feedback and identify the final handoff date.
- 4 Acceptance criteria**
Describe the observable conditions for a finished asset: correct information, usable format, approved copy, and a working destination.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Campaign / objective / target audience

● Single message and supporting facts

● Deliverables and destination links

● Brand references and required elements

● Creator, reviewer, approver, and dates

● Definition of done and open questions
