

PLAN YOUR CAMPAIGN

Below are tools to assist you as build your campaign. How do you want to convey your message? Video, social media posts, or an impactful poster.

Note: Use of these tools are optional; they are designed to give you a sense of how you might create your entry into the Game Plan Challenge.

VIDEO STORYBOARD

Tip: Remember you can show text onscreen; have a voiceover; or include a character or characters talking

SCRIPT FOR VOICE OR ACTION:

SCENE/WHAT VIEWERS WILL SEE:

AUDIO/SOUND EFFECTS/WHAT PEOPLE WILL HEAR:



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SOCIAL MEDIA

IMAGE & MESSAGE 1

HASHTAGS:

Channels:



IMAGE & MESSAGE 2

HASHTAGS:

Channels:



PLAN YOUR CAMPAIGN

SOCIAL MEDIA

IMAGE & MESSAGE 3

HASHTAGS:

Channels:



IMAGE & MESSAGE 4

HASHTAGS:

Channels:



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POSTER

