

# MULTI-PLATFORM MEDIA CHART

Campaign Tracking Template

Date: \_\_\_\_ / \_\_\_\_ / 20\_\_

PLATFORM	CONTENT TYPE / SPEC	STATUS	POST DATE/TIME	ENGAGEMENT GOAL
<b>Instagram</b>	Reel (9:16) + Caption			
<b>LinkedIn</b>	Article/PDF Carousel			
<b>X (Twitter)</b>	Thread + Link			
<b>YouTube</b>	Long-form / VOD			
<b>TikTok</b>	Trend-based Short			
<b>Newsletter</b>	HTML Email Digest			
<b>Website/Blog</b>	SEO Article			

**CAMPAIGN NOTES & GLOBAL TAGS**