

Campaign Asset Table

Use this table to define what kind of assets you will create for each audience, and when and how you'll deliver them.

What	Who	Where	When
Video, audio, GIF, image, live event, work in progress, news, project samples, project updates	Which of your communities will be excited about this content?	Where will you share this content? Or - Who will share it for you?	At what phase of the campaign will you share this content?
<i>Ex. Media rich Press Release for Photography Community.</i>	<i>Ex. Photography insiders</i>	<i>Ex. Delivered via short, tailored message to: TIME Lightbox, POnline.com, FeatureShoot.com</i>	<i>Ex. Day one of campaign</i>
<i>Ex. Photos and pull-quotes from stories</i>	<i>Ex. Syrian diaspora</i>	<i>Ex. Posted in FB groups</i>	<i>Ex. In months leading up to and during project</i>

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