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| **Campaign Name:** |  |
| **Campaign Dates:** |  |
| **Client:** | *What company or website is the meme campaign promoting?* |
| **Target URL:** | *Where should these memes link?* |
| **Target Frequency:** | * *How often will this meme run on social media channels?* |
| **Post Channels:**  Where this message will be seeded and shared. | * *Which social media channels or websites will run the meme?* |
| **Primary Message:**  Strive for a one-sentence message that is clear, actionable, and inspiring. | *In plain English, what is the message you’re trying to communicate and why is it good?* |
| **Message Points:**  3-5 message points that can be used as “springboards” for blog posts and social media. | * *Subpoints that reinforce the primary message above.* |
| **Hashtags:** | * *Choose 3-5 popular hashtags to “piggyback” your campaign.* |
| **Character Strength(s):** | * [*See list here*](https://mediashower.com/about-us.html) |
| **Cognitive Dissonance:**  Makes messages more likely to be more shared. | * *What will “trip up” the brain into taking notice?* |
| **Authority:**  What element of authority will cause people to share this without modification? | * *What will cause people to trust this message? (Trusted brands or people, alignment with personal ideologies, etc.)* |
| **Viral spread:**  How will we encourage people to share (without explicitly asking for it)? | * *What viral mechanics are baked into the campaign itself?* |
| **Meme Formats:**  Possible meme formats to help support or reinforce this message. | * *Visit* [*Imgflip*](https://imgflip.com/) *or* [*r/memes*](https://www.reddit.com/r/memes/top/?t=month) *for possible options.* |
| **Supporting Visuals:** | *Include fully-licensed images that can be used in memes below.* |