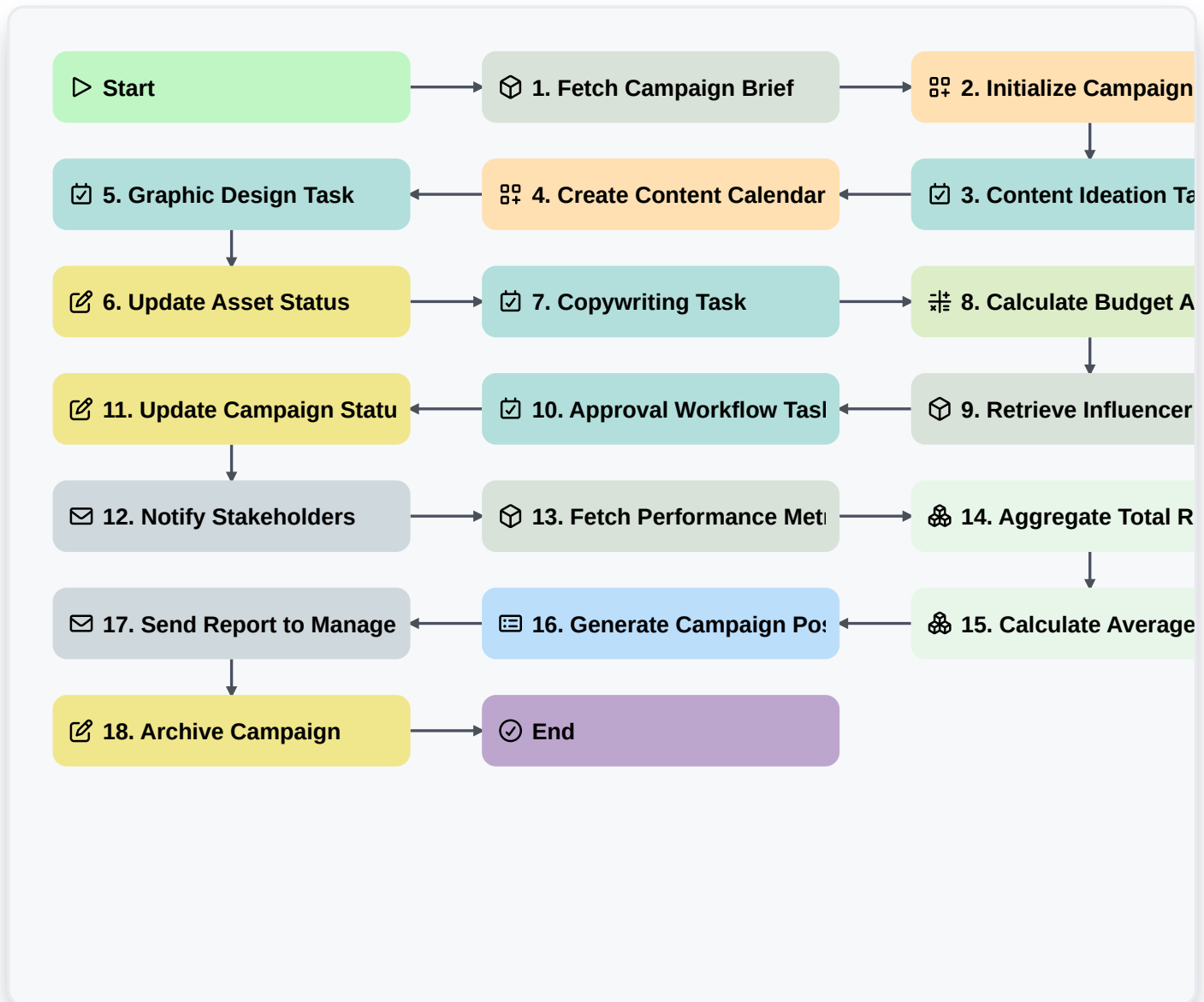


Social Media Campaign Management Workflow



▷ Start

Start of the Workflow/Process.

📦 1. Fetch Campaign Brief

Retrieve the initial campaign requirements and objectives from the Campaign Data Model.

📄 2. Initialize Campaign Record

Create a new entry in the Campaigns Data Model to track the lifecycle of the new campaign.

📝 3. Content Ideation Task

Assign a task to the Creative Team to brainstorm themes and content pillars.

📄 4. Create Content Calendar Entry

Create a new entry in the Content Calendar model for the planned posts.

📝 5. Graphic Design Task

Assign visual asset creation tasks to the Design Team based on approved ideas.

📝 6. Update Asset Status

Update the status of specific media entries to 'Ready for Review' once designs are uploaded.



7. Copywriting Task

Assign task to Copywriters to draft captions and hashtags for the scheduled posts.

8. Calculate Budget Allocation

Calculate the split of the total budget across different social platforms (e.g., Facebook vs Instagram).

9. Retrieve Influencer List

Fetch approved influencers from the Influencer Data Model for potential collaboration.

10. Approval Workflow Task

Create a task for the Marketing Manager to review and approve all creative assets and copy.

11. Update Campaign Status to 'Live'

Update the Campaign Data Model entry status to 'Active' once all approvals are received.

12. Notify Stakeholders

Send an email to the client/stakeholders announcing that the campaign is officially live.

13. Fetch Performance Metrics

Retrieve engagement, reach, and click data from the Analytics Data Model for the campaign period.

14. Aggregate Total Reach

Sum the 'Reach' property from all individual post entries to get the total campaign reach.

15. Calculate Average Engagement Rate

Calculate the average engagement percentage across all posts in the campaign.

16. Generate Campaign Post-Mortem Report

Create a formal performance report based on the aggregated campaign data.

17. Send Report to Management

Email the final performance report to the Marketing Director.

18. Archive Campaign

Update the Campaign entry status to 'Completed' and close the workflow.

End

End of the Workflow/Process.