

Social Media Budget Template

Budget Category	In-House Expense	Outsource Expense	Category Total
Content Creation	\$ per hour x hours per month	# pieces content x \$ per piece/project	\$
Writing Graphics Video			
Software and Tools	N/A	\$ per month	\$
Monitoring Scheduling Analytics			
Paid Campaigns	N/A	\$ per hour x hours per month	\$
Social Platform 1 Social Platform 2 Social Platform 3			
Training	N/A	N/A	\$
Training Platform 1 Training Platform 2 Training Platform 3			
Social Strategy and Development	\$ salary/hourly	N/A	\$
Employee Salary			
TOTAL	\$	\$	\$