

Project Brief: Social Media / Digital Content workable strategy for Co-op Heritage Trust

Requestor name & department	The Co-operative Heritage Trust (Rochdale Pioneers Museum and Co-operative Archive)
Date of request	November 2025
RACI (if needed)	
Description	We need an easy to use strategy and clear plan of how to create and use social media content to engage with target audiences
Purpose	What do you want to <i>achieve</i> with this piece of content?
Desired content type	
Audience	
Funnel stage	
KPIs	How will we measure success?
Part of a project or a la carte?	
Desired delivery date	
Dependencies?	
Anything else we should know?	
Milestones	
Assets	(link to essential info, e.g. brand guide, content strategy, messaging hierarchy writing guidelines, etc.)
Link(s) to similar content/examples for reference	
Content to be delivered	What do you need?
Preferred communication channel	1