

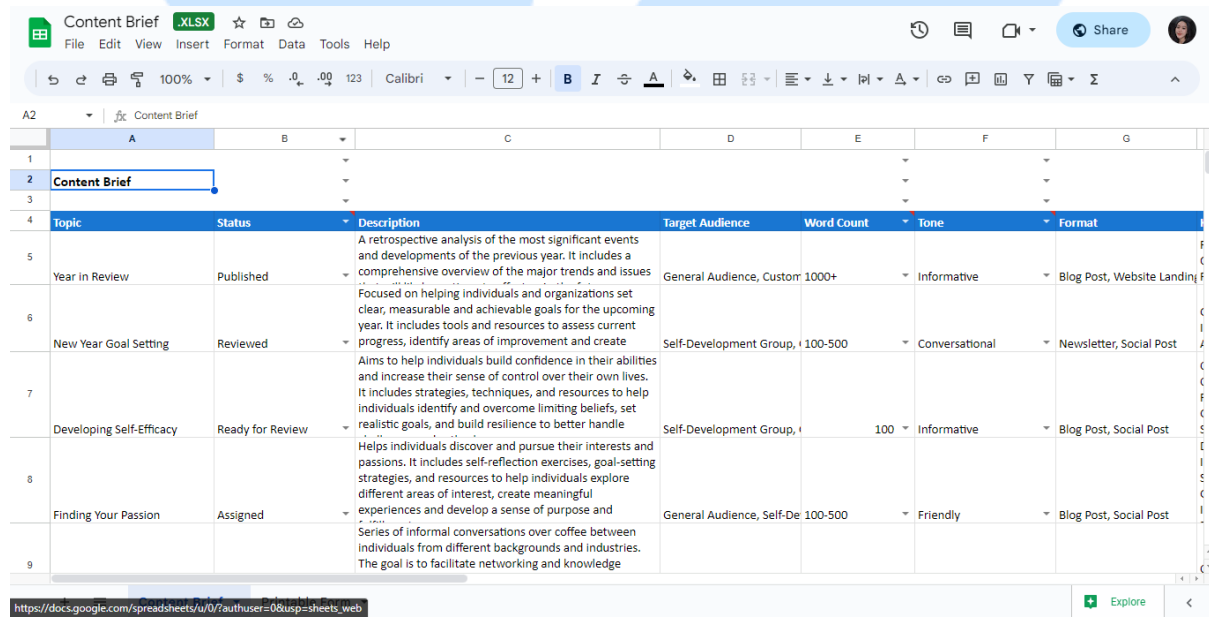
Content Brief

Apa itu konten brief?

Content brief adalah sebuah dokumen atau file yang dibutuhkan oleh content creator atau content marketer sebelum membuat suatu konten. Dokumen tersebut berisi tentang informasi konten yang akan dikerjakan atau rancangan konten. Hal ini seperti adanya naskah dalam membuat film, kedua hal tersebut merupakan kegiatan yang dilakukan sebelum produksi atau pra produksi.

Membuat konten brief merupakan tahap yang cukup penting dalam suatu tim marketing, ini juga menjadi salah satu alat komunikasi antara perusahaan dan content creator agar branding atau marketing bisa berhasil sesuai apa yang direncanakan. Salah satu penerapannya, yaitu perusahaan yang membuat konten lalu memberikannya pada content creator atau brand ambassador sebuah perusahaan atau freelancer untuk mengeksekusinya.

Template Content Brief



Topic	Status	Description	Target Audience	Word Count	Tone	Format
Year in Review	Published	A retrospective analysis of the most significant events and developments of the previous year. It includes a comprehensive overview of the major trends and issues.	General Audience, Custom	1000+	Informative	Blog Post, Website Landing
New Year Goal Setting	Reviewed	Focused on helping individuals and organizations set clear, measurable and achievable goals for the upcoming year. It includes tools and resources to assess current progress, identify areas of improvement and create	Self-Development Group,	100-500	Conversational	Newsletter, Social Post
Developing Self-Efficacy	Ready for Review	Aims to help individuals build confidence in their abilities and increase their sense of control over their own lives. It includes strategies, techniques, and resources to help individuals identify and overcome limiting beliefs, set realistic goals, and build resilience to better handle	Self-Development Group,	100	Informative	Blog Post, Social Post
Finding Your Passion	Assigned	Helps individuals discover and pursue their interests and passions. It includes self-reflection exercises, goal-setting strategies, and resources to help individuals explore different areas of interest, create meaningful experiences and develop a sense of purpose and	General Audience, Self-De	100-500	Friendly	Blog Post, Social Post
		Series of informal conversations over coffee between individuals from different backgrounds and industries. The goal is to facilitate networking and knowledge				

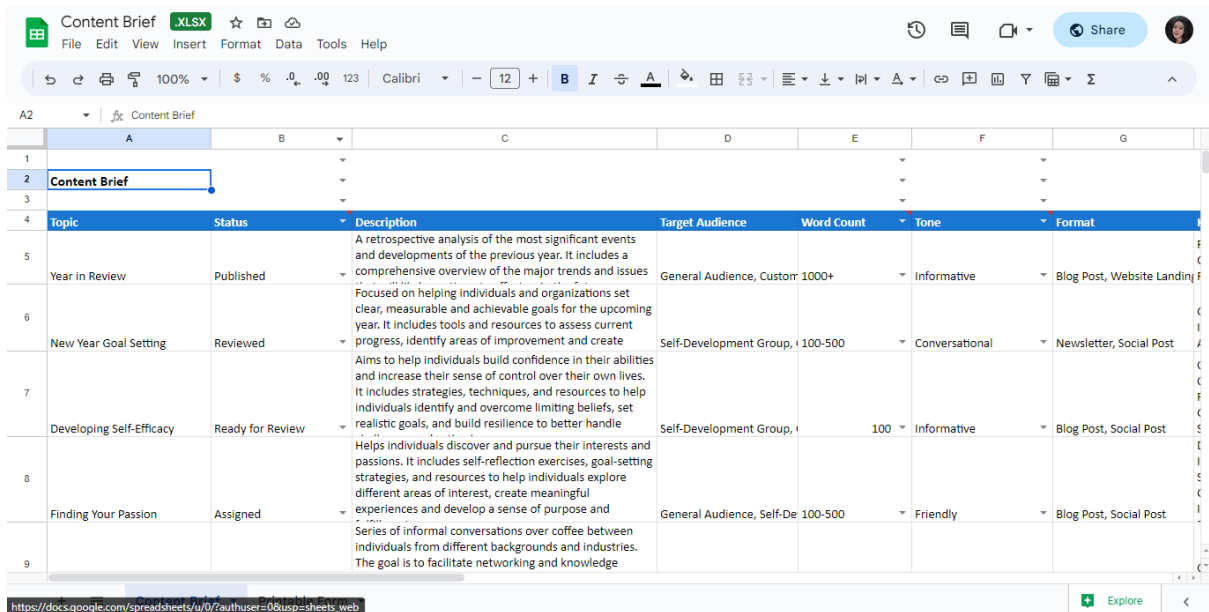
Anda dapat mendownload template Content Brief tersebut di link berikut:

https://docs.google.com/spreadsheets/d/13U7QCNNDf7sX-f5_3Ki-XR-nROmwATmK/edit?usp=sharing&ouid=108342413511553927756&rtpof=true&sd=true

Tata cara menggunakan template Content Calendar:

Langkah 1:

Setelah membuka link yang telah disediakan, maka akan muncul tampilan sebagai berikut:

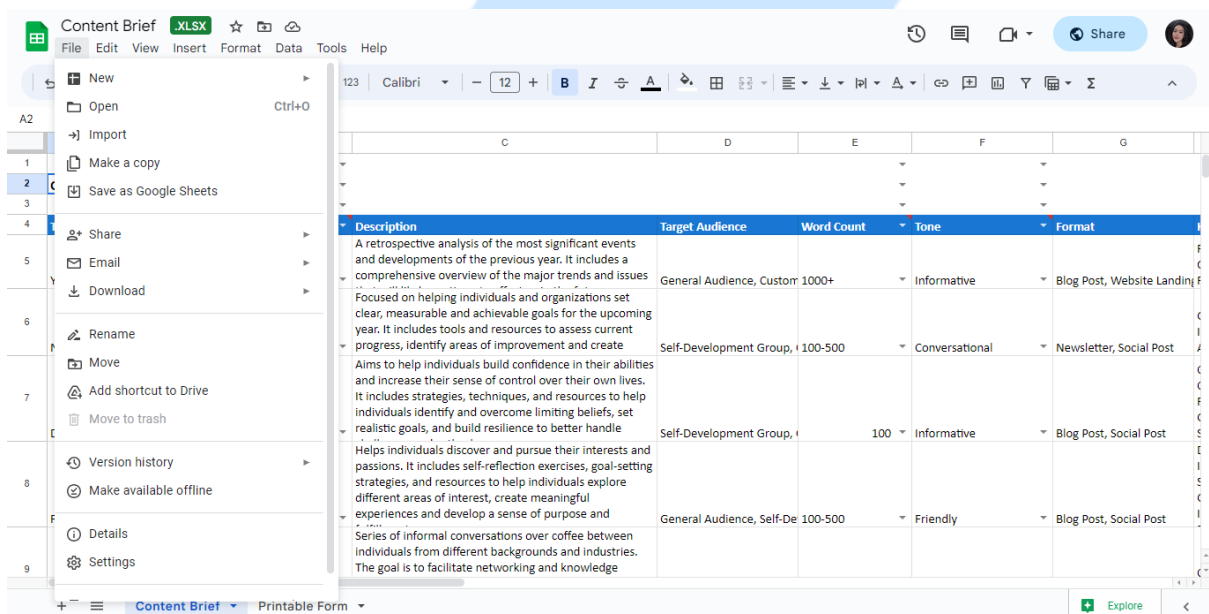


The screenshot shows a Google Sheets spreadsheet titled "Content Brief" with a table containing content calendar data. The table has columns for Topic, Status, Description, Target Audience, Word Count, Tone, and Format.

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Langkah 2:

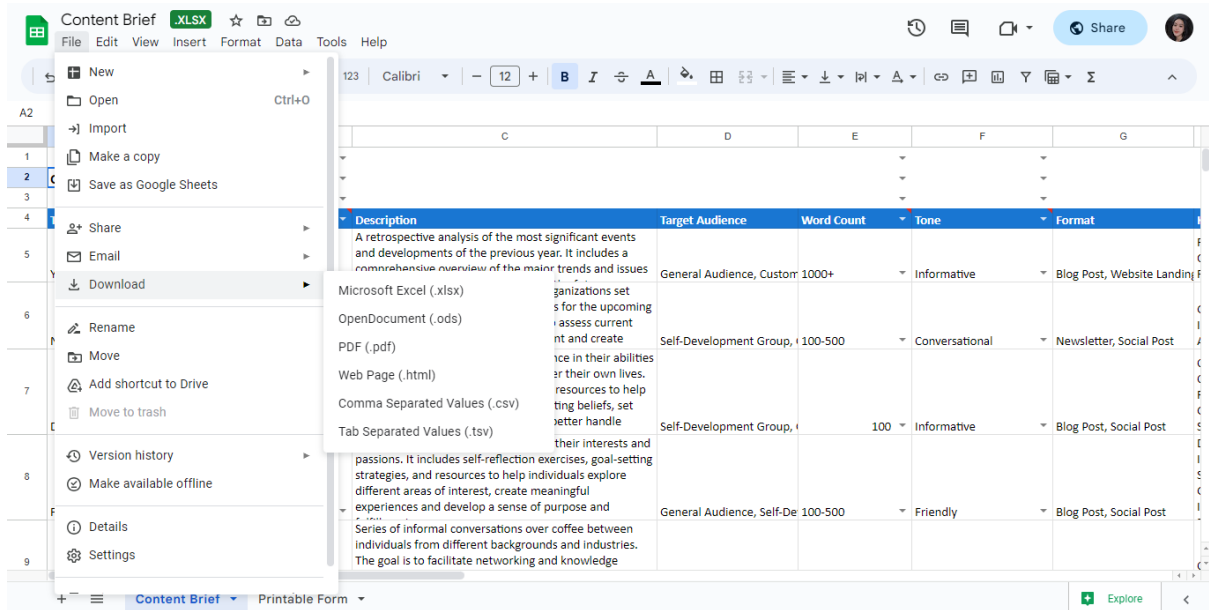
Selanjutnya pilih/klik menu file yang ada di pojok kiri atas, seperti gambar di bawah ini:



The screenshot shows the "File" menu open in the Google Sheets spreadsheet. The menu options are: New, Open, Import, Make a copy, Save as Google Sheets, Share, Email, Download, Rename, Move, Add shortcut to Drive, Move to trash, Version history, Make available offline, Details, and Settings.

Langkah 3

Setelah pilih/klik menu file, maka pilih menu download seperti gambar dibawah ini:



Download dengan file **Microsoft Excel (.xlsx)** agar template bisa digunakan.