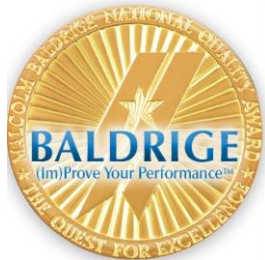


Sample After Action Review Template



<p>PROJECT</p> <p>Positive Charge social media campaign</p>	<p>SCOPE</p> <p>Social media campaign budget review</p>	<p>OBJECTIVES</p> <p>Determine if we stayed on budget.</p> <p>Identify where we can save money.</p>	<p>STAKEHOLDERS</p> <p>Positive Charge marketing team and executives</p>
<p>WHAT DID WE EXPECT TO HAPPEN?</p> <p>We expected to stay within a \$9000 per month budget for our social media campaign.</p>	<p>WHAT HAPPENED?</p> <p>We stayed within budget during the first month of the quarter.</p> <p>We were \$1000 over budget in the second month and \$2000 over in the last month.</p>	<p>WHAT WENT WELL AND WHY?</p> <p>We stayed within budget for the first month because our market estimates were correct.</p>	<p>WHAT AND HOW CAN WE IMPROVE?</p> <p>We need to factor in the rising costs of advertising on social media platforms due to inflation and other factors.</p> <p>We will anticipate cost increases by increasing our budget.</p>
<p>CONCLUSION</p> <p>We need to be more flexible with our budget and anticipate rising costs.</p>		<p>ACTION PLAN</p> <p>Propose budgets for different social media campaign cost estimates each quarter.</p>	