

AFTER ACTION REPORT TEMPLATE

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PROJECT

SCOPE

OBJECTIVES

STAKEHOLDERS

WHAT DID WE EXPECT
TO HAPPEN?

WHAT HAPPENED?

WHAT WENT WELL
AND WHY?

WHAT AND HOW CAN
WE IMPROVE?

CONCLUSION

ACTION PLAN

AFTER ACTION REPORT TEMPLATE WITH EXAMPLE DATA

PROJECT

Positive Charge social media campaign

SCOPE

Social media campaign budget review

OBJECTIVES

Determine if we stayed on budget.

Identify where we can save money.

STAKEHOLDERS

Positive Charge marketing team and executives

WHAT DID WE EXPECT TO HAPPEN?

We expected to stay within a \$9000 per month budget for our social media campaign.

WHAT HAPPENED?

We stayed within budget during the first month of the quarter.

We were \$1000 over budget in the second month and \$2000 over in the last month.

WHAT WENT WELL AND WHY?

We stayed within budget for the first month because our market estimates were correct.

WHAT AND HOW CAN WE IMPROVE?

We need to factor in the rising costs of advertising on social media platforms due to inflation and other factors.

We will anticipate cost increases by increasing our budget.

CONCLUSION

We need to be more flexible with our budget and anticipate rising costs.

ACTION PLAN

Propose budgets for different social media campaign cost estimates each quarter.

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