

Social Media Goal Setting Worksheet

Rate the following possible objectives in order of priority. While all of the possible objectives may be goals you would like to achieve, it's best to focus on a couple at a time. When finished rating the objectives, create S.M.A.R.T. social media goals for your top 1-3.

Possible Objectives (or what you're trying to accomplish):

___ Better customer service

___ Increase SEO visibility

___ Increase number of followers across social media platforms (Facebook friends, fans, Twitter followers, LinkedIn connections, Instagram followers)

___ Increase engagement on a social media platform. On Facebook, for example, the number of people liking, commenting or sharing your status updates.

___ Drive traffic to your website

___ Increase sales

___ Drive traffic to storefront or office

___ Increase mailing list

___ Build relationships with your followers

___ Build relationships with colleagues

___ Build relationships with mentors

___ Build relationships with possible Joint Venture partners

___ _____

___ _____

GOAL: _____

(Is it S.M.A.R.T.?)

GOAL: _____

GOAL: _____

