Social Media Goals and Objectives

Why Social Media?

• Increase brand awareness?
• Add fans/followers?
• Increase membership?
• More book/CLE sales?
• Increase event registration?

Setting Goals – keep in mind these should include each of the four stages to social media

• **Activity-Based Goals** - # of posts, # of tweets per day, and status updates
• **Audience-Building Goals** - # of subscribers, followers
• **Engagement Goals** – social reach of content, retweets, mentions, likes, comments
• **ROI Goals** – website traffic (landing page clicks, leads)
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Develop S.M.A.R.T. Goals – move from fuzzy goal-setting to an actionable plan by following these steps!

- **SPECIFIC**
  - Objective is specific to the desired outcome (well-defined and focused)

- **MEASURABLE**
  - 10% increase in fan population can be easily tracked (use concrete numbers)

- **ACHIEVABLE**
  - Having a 75% increase would be unrealistic; however, 10% is an obtainable goal (get a handle on realistic growth in your industry)

- **RELEVANT**
  - This goal can be achieved with a smaller staff and utilizing free resources (research current conditions and realities of workplace)

- **TIMELY**
  - The goal has a clear deadline (work within a realistic time-frame)
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Define **Objectives** — enables you to work towards the goals you have established

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<td>• Raise Funds</td>
<td>• Increase Conversions</td>
<td>• Increase Conversions from Visitors to Buyers</td>
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<td>• Influence Policy or Regulation</td>
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<td>• Develop Stronger Relationships with Stakeholders and Members</td>
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