

mountain cane
MEDIA

SMART GOALS



S.M.A.R.T Goals



YOUR STRATEGY

Your social media strategy is only as good as the goals you set. SMART is the name of the game when it comes to setting your social strategy goals. SMART goals are ones that are Specific, Measurable, Attainable, Realistic, and Time Specific. Let's break down each of these SMART goal factors and how you can actionably use them to grow your reach on social media.

SPECIFIC

The first step to setting a goal is naming it. Put it down on paper. Circle it. This will help you own it. Make your goal as specific as possible. For example, don't make your goal to "grow followers on Facebook business page." Specify your goal such as "Grow Facebook page followers by 50% in the next 60 days." The more specific your goals are the easier it will be to set up an action plan to achieve them. The rest of the SMART goal factors stem from your specific goal.



MEASURABLE

A specific goal leads to the creation of a well defined and actionable strategy for achieving your goal. An actionable strategy is one that is easily measured. It is how you will gauge your success towards achieving your goal. It will also help measure if you are on track to achieve your goal by your deadline. If your goal is to grow the followers of your Facebook page by 50% in 60 days, then you can easily measure the number of new followers on a daily, weekly and monthly basis. This will help you measure your progress towards achieving your goals.



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ATTAINABLE

A good goal is specific, measurable, and attainable. Setting impossible goals does you no good. If your Facebook page only has a few thousand followers, then setting a goal of reaching 1 million followers in sixty days is likely not attainable. The key to setting goals is to be realistic. Err on the caution of the lesser when it comes to setting goals. This will make crushing your goal that much sweeter. Steadily achieving specific, measurable, and attainable goals will help you gain more traction and growth in your social media strategy.

RELEVANT

Your goals need to be specific, measurable attainable, and most importantly, relevant to your business strategy. There is no one way to use social media. Make sure that you use it to the best advantage for your business. If your goal is to grow your followers on Facebook, then make sure that is the best way to benefit your business on that platform. If it's not, then consider setting a more specific goal towards increasing the engagement on your posts, or increasing the website traffic you receive from Facebook.



TIME SPECIFIC

This part is easy. Set a date and stick to it. A good time-specific goal is to finish date specific (60 days), it is measurable (10 out of 60 days) it is attainable (can be achieved in 60 days) and it is relevant (makes sense as a priority to your business). Once you have your finish date set, then all that's left is to start working your way towards achieving your goal.



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