

# SMART Goals



## Specific

Does your goal specifically state what you are trying to achieve on social media? Is it clear?

## Hint

If your goal is too big, try breaking it down into smaller, specific SMART goals. For example goals by social channel or social metric.

## Measurable

How will you know if you achieve your goal, or if progress is being made towards it?

## Hint

Make sure you can quantify or put numbers to your outcome.

## Achievable

Is there anything that would stop you from achieving your goal?

## Hint

Think about who else needs to be involved in achieving your goal and make sure they are on-board. What tools do you need. Are there external factors that will influence the outcome?

## Realistic

Is your goal realistic

## Hint

Make sure you have the resources, tools, budget, skills, time, etc to achieve your goal.

## Time-specific

When do you want to achieve your goal?

## Hint

Every goal needs a timeframe. Otherwise when will you know if you've achieved your goal. Set a specific date to have your goal completed by.

# Your SMART social media goals

<b>Specific</b>	
<b>Measurable</b>	
<b>Achievable</b>	
<b>Realistic</b>	
<b>Time-sensitive</b>	