

## Social Media GOALS

Set **Goals** that will help you achieve your social media Objectives. Objectives may be expansive and broad - Goals can be a single project or activity which supports the Objective. Reaching your **Goals** will help you achieve your Objective. *For example:*

**Objective** = Build my audience; build my brand identity; cultivate brand awareness & reputation (broad)

### Goals that support the Objective:

- Set up social profiles using same pics and cohesive designs that reinforce brand (specific project)
- Participate in Hangout shows as a guest, expert or host (specific activity)
- Participate in conversations with social influencers, and in relevant topical forums (specific activity)

OBJECTIVES	Goal	Goal	Goal	Goal
<i>example:</i> <b>Immediate and ongoing Objective:</b> Build audience, cultivate / reinforce brand identity	Ongoing <b>Participate</b> in conversations with social influencers	Ongoing <b>Participate</b> in targeted forums where you <b>provide solutions</b>	3 months Create 3 social media profiles that support brand identity	6 months Join Hangout shows as guest or featured expert