



# SMART GOALS

## MAKING SENSE OF SOCIAL TRAINING

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It's important to set goals for your social media accounts. SMART is a well-established tool that you can use to plan and achieve your goals.

### What does S.M.A.R.T. stand for?

#### **S - SPECIFIC**

Identify exactly what your goal is: brand awareness, increase engagement, drive traffic to your website, increase email sign-ups.

#### **M - MEASURABLE**

How will you measure your goal? E.g., if brand awareness is your goal, use the correct metrics to measure your success: the number of followers, increased reach and impressions.

#### **A - ATTAINABLE**

Make your goal something you can actually achieve. For example, don't look to increase sales when you only have 50 followers.

#### **R - RELEVANT**

Keep your goal relevant to your brand/niche/industry. Consider your business, how you operate, your branding and your target audience and make your goal fit this model. E.g. you're unlikely to need a worldwide audience if you only operate and deliver in a specific area.

#### **T - TIME SPECIFIC**

Put an achievable time limit on your goal to assess whether you have reached it and how you may need to revise your strategy in moving forward.



USE THE QUESTIONS BELOW TO CREATE YOUR GOALS FOLLOWING THE SMART STRUCTURE.



<b>S</b>	<b><u>SPECIFIC</u></b>  WHAT DO I WANT TO ACCOMPLISH?	
<b>M</b>	<b><u>MEASURABLE</u></b>  HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?	
<b>A</b>	<b><u>ACHIEVABLE</u></b>  HOW CAN THE GOAL BE ACCOMPLISHED?	
<b>R</b>	<b><u>RELEVANT</u></b>  IS IT RELEVANT TO MY CURRENT POSITION? IS IT WORTHWHILE?	
<b>T</b>	<b><u>TIME BOUND</u></b>  WHEN CAN I ACCOMPLISH THIS GOAL?	

