

# SET SMART GOALS FOR YOUR SOCIAL MEDIA IN 2025



## SOCIAL MEDIA TIPS

By Theresa Mintzer

With just a few months left in 2025, now is the time to set **SMART goals** for your social media and finish the year with momentum. Creating clear monthly or quarterly goals will help sharpen your message, guide your content, and give you measurable results to track.

Take a few minutes to brainstorm your social media goals, then run them through the SMART filter:

- **Specific** — “I want more followers” isn’t specific. Instead, aim for: *I want to increase my Instagram followers by 500 or I want 30 percent more newsletter signups from TikTok by November 30th.*

- **Measurable** — Use analytics tools to track your progress. AI-powered dashboards can make this easier by highlighting trends and predicting which content will perform best.

- **Achievable** — Keep your goals realistic. You probably won’t gain one million followers in a month, but you can grow your audience by 10–15 percent with consistent posting and smart targeting.

- **Relevant** — Focus on the goals that actually move your business forward. 500 random followers won’t help if they’re not your target customers.

- **Time-bound** — Attach a deadline: *I will increase engagement on LinkedIn by 20 percent by December 31, 2025.*

- **Pro tip:** AI tools can help brainstorm captions, generate content ideas, and even analyze the best times to post, saving you hours each week while keeping you focused on the goals that matter most.

When you set goals this way, creating content becomes easier, you have a clear focus and direction.

I offer social media and Facebook ad coaching to help businesses create a **goal-driven plan** that works. Visit [mintzer.solutions.com](https://mintzer.solutions.com) to learn more and schedule a session.



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