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# SMART GOALS FOR SOCIAL MEDIA



## SOCIAL MEDIA TIPS

By Theresa Mintzer  
SMART goals enable you to focus your social media efforts

effectively. Creating monthly or quarterly will dial down your message and create metrics to measure impact. Set aside some time to brainstorm your social media goals. Next look at the goals to see if they meet the criteria below.

- **Specific** — I want more Facebook followers is not a specific goal. However, I want to increase my Facebook followers by 500 or I want to increase the signups for my newsletter coming from Facebook by 50 percent are specific goals.
- **Measurable** — You can use your Facebook analytics to see new followers. How many followers do you have now? Do regular check-ins along the way to make sure you are on the right track. This allows you to make changes as you go.

- **Achievable** — Set obtainable goals. You cannot set an unrealistic goal such as I will have one million new followers in the next month. You can say I want to increase my followers by ten percent.

- **Relevant** — How can social media help your business goal? 500 random followers will not help you spread the message about your business. You need to target potential customers with your messaging.

- **Time-bound** — When you set your goals, make sure to include a date. For instance, I will have 500 new followers by December 31st.

The extra effort of setting goals comes in handy when create content. You now have a focus for your content. I offer Social Media and Facebook Ad Coaching to help businesses create a plan that works. Head on over to my website at [www.MintzerSolutions.com](http://www.MintzerSolutions.com) for more information and to schedule an appointment.

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