

What SMART goals for social look like

Here are some guidelines to keep in mind as you set your SMART goals:

S.M.A.R.T goal

Questions

Specific

1. Does your goal clearly and specifically state what you are trying to achieve on social?
 2. If your goal is particularly large or lofty, try breaking it down into smaller, specific SMART goals, like goals by social channel, social tactic, or social metric.
-

Measurable

1. How will you (and others) know if progress is being made towards achieving your social goal(s)?
 2. Can you quantify or put numbers to your outcome? How will you share those numbers?
-

Attainable

1. Is achieving your goal dependent on anyone else? For instance, the web team, the events team, or marketing leadership? How can you sync with these teams to make sure you're all on the same page and that your goal is attainable?
 2. Is it possible to reframe your goal so it only depends on you and not others?
 3. What factors may prevent you from accomplishing your goal?
-

Relevant

1. Why is achieving this goal important to you and, beyond that, to your organization?
 2. What values in your life and your organization does this goal reflect?
 3. What effect will achieving your goal have on your life, your team's life, and your organization's success?
-

Time-bound

1. How will you (and others) know if progress is being made towards achieving your social goal(s)?
2. Can you quantify or put numbers to your outcome? How will you share those numbers?