**SOCIAL MEDIA MARKETING GOALS**

Define Your Social Media Marketing Goals:

Specific, Measurable, Achievable, Relevant, and Time-Bound

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | BUSINESS OBJECTIVE | SOCIAL MEDIA GOAL | SUCCESS METRIC |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |

Break Each Social Media Goal into Smaller and Attainable Steps

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | DESCRIBE STEP | TIME REQUIRED | SET DEADLINE |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |

Further Planning

|  |  |
| --- | --- |
| Detail Required Resources |  |
| Define Potential Obstacles |  |
| Plan for Overcoming Obstacles |  |

Notes

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