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Worksheet: Goals and Objectives

Goals

How can your social media platform support your organization or program?

Are you hoping to grow your audience or reach a specific audience? Is your goal to increase engagement and build a deeper connection with your social media audience?

Type in your social media goal

Objectives

Objectives are measurable, time-bound actions working to help you achieve your goal above.

Type in your initial draft objective

Make it a SMARTIE objective

Specific: Is your objective clear about what you are trying to do?	Example: <i>Initial objective: Build awareness about our newly published report</i> <i>Specific objective: Launch a social media campaign about our climate change communications report</i>	
Measurable: How will you measure your goal? Metrics may include a deadline, a number, a	Example: <i>Launch a social media campaign, reaching y number of impressions, about our climate</i>	

percent change, or other element.	<i>change communications report</i>	
Attainable: Is your objective something that you can achieve?	Example: <i>Since we reach approximately x number of impressions per post, we want to grow our reach from social media posts about our climate change communications report to y number of impressions.</i>	
Realistic: Can your team reasonably reach your objective, given the capacity and resources of your organization?	Example: <i>With templates already created, we can feasibly reach our objective: Grow our reach from social media posts about our climate change communications report from our current x number of impressions to y number of impressions.</i>	
Time-Bound: By when will you complete your objective?	Example: <i>With templates already created, we can feasibly reach our objective: Grow our reach from social media posts about our climate change communications report from our current x number of impressions to y number of impressions within 3 months.</i>	
Inclusion and equity: Who needs to be a part of this process and how will they influence the work in a meaningful way? Read more about SMARTIE goals.	Example: <i>We will partner with Z coalition to get feedback on report, with check-ins for ensuring collaborative decision-making.</i>	