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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 audiences 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 intial draft objective* |
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## **Make it a SMARTIE objective**

| **Specific**: Is your objective clear about what you are trying to do? | Example:  *Initial objective: Build awareness about our newly published report*  *Specific objective: Launch a social media campaign about our climate change communications report* |  |
| --- | --- | --- |
| **Measurable**: How will you measure your goal?  Metrics may include a deadline, a number, a percent change, or other element. | Example:  *Launch a social media campaign, reaching* ***y number*** *of impressions, about our climate change communications report* |  |
| **Attainable**: Is your objective something that you can achieve? | Example:  *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.* |  |
| **Realistic**: Can your team reasonably reach your objective, given the capacity and resources of your organization? | Example:  *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.* |  |
| **Time-Bound**: By when will you complete your objective? | Example:  *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.* |  |
| **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](https://www.managementcenter.org/resources/smart-to-smartie-embed-inclusion-equity-goals/). | Example:  *We will partner with Z coalition to get feedback on report, with check-ins for ensuring collaborative decision-making.* |  |