

# SOCIAL MEDIA GOALS

**These should be mission-driven and support existing activities and initiatives. Select at least one and no more than three to get started.**

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*Be super specific and strategic here!* How can social media best advance any key operational and/or programmatic goals? Too often communications—especially social media—is treated as ‘just PR’ and approached as something separate from the mission work.

*Examples: increase name recognition, awareness of our organization, and its role; establish our reputation as a source of information or services; retain or attract volunteers, members, or donors; influence attitudes, policy, or behavior, etc.*

1.

2.

3.

# MEASURES FOR SUCCESS

At this stage, when it comes to identifying possible metrics to track, don't worry about the technology. Simply identify any outputs you'd like to measure for each goal if you can find a way to do so.

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*Examples: If attracting new volunteers is one of your goals, performance measures could include things like: number of inquiries from new volunteers; number of individuals attending an orientation or training; number of individuals who complete any required steps to begin serving as a volunteer; etc. Challenge yourself to be as specific as possible.*

Possible measures for GOAL 1:

Possible measures for GOAL 2:

Possible measures for GOAL 3:

Other questions or factors to consider:

# POSSIBLE PERFORMANCE INDICATORS

Establishing your goals and determining how you'll measure your progress in reaching them is an area where many people struggle. But it's worth it!

Getting this right will ensure that your social media efforts will advance your mission in a measurable—even if small—way. Here are some additional ideas to help you work through this step:

## Attention gained

- website traffic generated
- video views
- follower growth
- email subscriber list growth
- post engagement (likes, shares)
- links clicked
- media coverage
- content shared by partner organizations in e-newsletters, social media, etc.
- questions asked through DMs
- hashtag adoption / use
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Participation generated

- orientations attended
- new registrations made
- applications submitted
- content generated
- focus groups filled
- signatures secured
- referrals made
- materials downloaded
- affinity group formed
- services utilized
- livestream attendance
- ambassadors engaged
- \_\_\_\_\_
- \_\_\_\_\_

## Feedback received

- responses to polls
- surveys completed
- ratings made
- reviews published
- forms submitted
- opinions shared
- stories gathered
- questions answered
- phone calls received
- suggestions implemented
- improvements made
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Support secured

- contributions received
- number of donors participating
- number of new donors
- volunteer inquiries
- volunteer shifts filled
- petitions signed
- potential collaborator inquiries
- new collaborations established
- number of sponsors attracted
- testimony submitted
- advisors recruited
- \_\_\_\_\_
- \_\_\_\_\_
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