[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=12001&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Social+Media+Marketing+Goals-word-12001&lpa=Blank+Social+Media+Marketing+Goals+word+12001)**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

|  |
| --- |
|  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |