

Write It Down!

-My Brand:

-2 sentences that describe my ideal audience:

--I find them online here:

-Social media platforms I'm focusing on this year (at least 2):

-Hashtags that are relevant to my brand:

#

-Calls to Action:

-My top 5 social media goals for 2017:

(Follower count? Website traffic? Contact leads?)

EXAMPLE GOAL: Grow Instagram to 300 followers

TASKS TO HELP ME REACH THIS GOAL:

--3 on-brand posts per week

--Use relevant hashtags for the followers I want

--Engage with other similar content in a genuine and helpful way

DEADLINE: Yes, you must set one ☺

