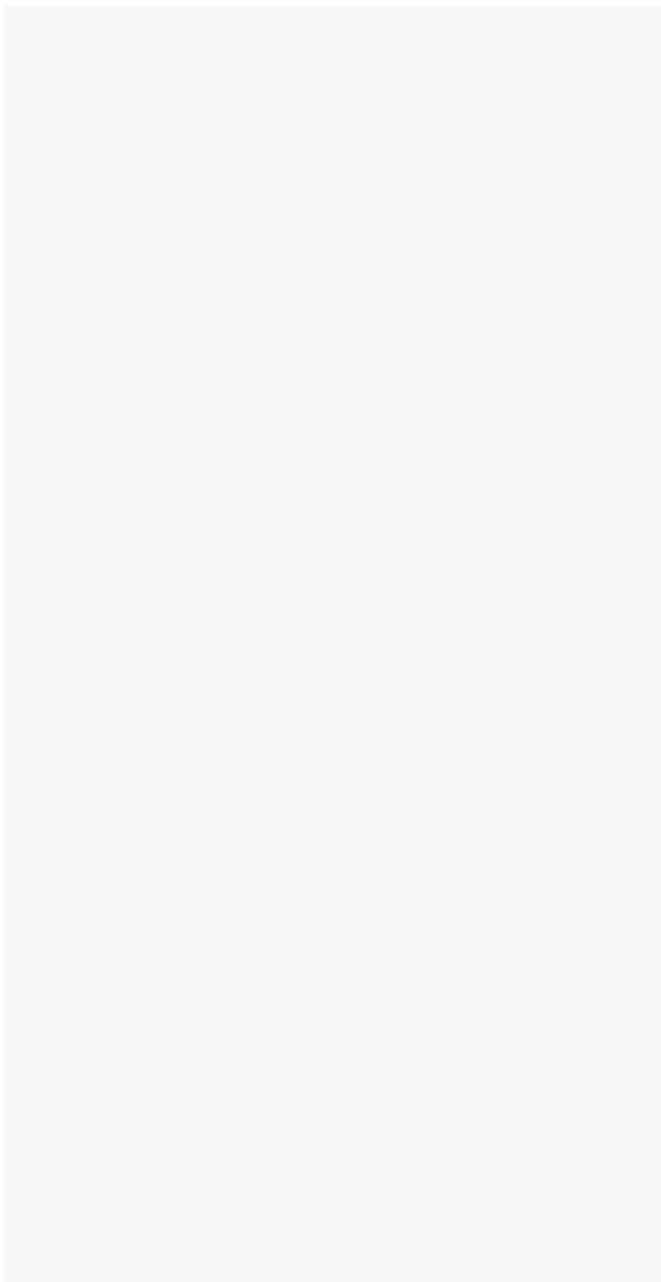


Define your "why"

There are many benefits to using social media when you use it with intention. From the list below, select at least three objectives that will form the basis for your social media blueprint.



What are your top objectives for Social Media?

- Increase brand awareness
- Build a personal brand
- Stay top of mind
- Attract an audience
- Engage with your audience
- Generate revenue
- Grow your email list
- As a promotional tool
- As a way to network
- Increase website traffic
- Partner with influencers
- Stay on top of industry news

Set your goals

In the area below set your S.M.A.R.T goals

Objective	Goal	Metric

Each social media channel is good for something different. Consider the strengths and weaknesses of each platform against your goals in order to determine which channels are right for you.

Write down your first social media goal and brainstorm the ways each channel could help you meet that goal. Repeat for your second goal, and then your third etc.

Goal

Facebook

Goal

Instagram

Goal

YouTube

Goal

Twitter