



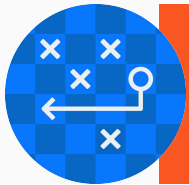
21 HANDSHAKE

# 4 Remarkable Social Media Goals Every Business Should Have

Listen Better, Influence More, Network Strategically and Grow Sales

# Why have social media goals?

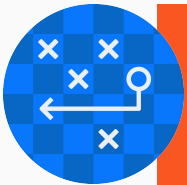
1. Ensures that messaging supports overall mission
2. Supports and advances annual priorities
3. Aligns social media team efforts with organization (stakeholders, other team members etc.)



Goal Setting Tip: Follow the SMART goal framework: Specific, Measurable, Attainable, Realistic and Timely

# Four Goals of a Social Media Success Cycle

1. Listening Goals
2. Influencing Goals
3. Networking Goals
4. “Selling” Goals



All 4 of these stages are key to reaching social media success. But all of it hinges on Stage 1: Social Listening.

# Goal 1: Social Listening

1. Form the Basis for Answering FAQs
2. Increase Buyer Retention
3. Identify Product/Service Gaps
4. Identify Content Gaps



Listening should always be your #1 priority and then use the insights gathered to inform the other 3 goals of the social success cycle.

# What to listen for?

- Track public perception of your brand.
- Identify the topics you need to be talking about.
- Keep a pulse on the industry, where it's going, how it's being perceived.
- Perform customer research.
- Conduct competitive research.

# Goal 2: Social Influencing

1. Increase Engagement
2. Increase Website Traffic
3. Start Conversations Related to Your Mission
4. Increase Authority and Trust



Your aim is to build authority and trust to better direct your followers' opinions, attitudes, and behaviors.

# Goal 3: Social Networking

1. Earn Media Mentions (post reshares)
2. Develop Strategic Partnerships



Think of social networking as a live event—except your interactions are online, rather than face-to-face.

# Goal 4: Social “Selling”

1. Grow email list
2. Generate new leads
3. Increase donor frequency or turn a one time customer into a raving fan!



After listening to your audience, building authority in your space, and establishing a strong network, you can start putting your ‘ask’ in front of followers—and converting them.



# Bonus: Social Content Creation Tips



Ask these two questions to guide your content creation:

1. “What problems do people have in their own business when trying to live out common goals they share with your organization?”
2. “What tips or tools can you give them that make their lives easier as they try to further their own business goals?”

# Bonus: Social Content Creation Tips



Create Content Categories that Are Easy to Cycle Through

1. Employee or Client spotlights
2. Client stories
3. How-tos
4. Relevant topics related to target audience or organization mission

Tip: Have a healthy mix of content that points back to your site and helps build your email list where you give away helpful content. Then you can track how many people are coming from social and signing up or taking action.



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