

# Episode 1 Worksheet



This is a worksheet to help you take action after (or along with) tuning in to Episode 1 of Social Strategy Fundamentals. If you've downloaded the [Fundamentals of Social Media Strategy](#) book, chapter one shares more detail about developing goals.

## Goals and Purpose

Write down at least one goal of your social media program that is:

- Tied to your campus values and priorities
- SMART
- Can be understood by people who don't know anything about social media

## Social Media Program Goal:

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# Use the SMART Framework to Develop Your Goal or Test Its Components

**S** - Specific. What is the certain thing you want to happen? It should be a specific action or a clear change from one thing to another—this isn't the time to be vague.

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**M** - Measurable. How can you prove you achieved your goal? Think about what success looks like.

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**A** - Achievable. What can you achieve? Focus on results you believe you can actually achieve with the resources you're likely to have.

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**R** - Realistic. How likely is it that you can attain this outcome? Lean on your industry peers and available research to assess this.

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**T** - Time-Bound. When do you expect to achieve your goal? Six months, one year, or three years are all realistic.

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