

SOCIAL MEDIA GOAL TRACKER

MAIN GOAL

ACTION STEPS

1. _____

2. _____

3. _____

1. _____

2. _____

3. _____

GOAL 2

ACTION STEPS

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

GOAL 3

ACTION STEPS

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

GOAL 4

ACTION STEPS

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

GOAL 5

ACTION STEPS

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

SWOT

ANALYSIS

DATE

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

OTHER NOTES

Social Media Audit

Date:

CURRENT PLATFORM USED

RESULTS FROM THE CURRENT PLATFORM

Like:

Share:

Comments:

Views:

NEW PLATFORM TO TRY

REASONS FOR TRYING THE NEW PLATFORM

WHAT CHANGES DO YOU WANT TO MAKE?

ENGAGEMENT ANALYZATION

Social Media Stats

PLATFORM:

MONTH

WEEK 1

WEEK 2

WEEK 3

WEEK 4

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

NOTES:

List Of Content

CORE TOPIC POSTS	FREQUENCY
	<input type="radio"/> DAILY
	<input type="radio"/> WEEKLY
	<input type="radio"/> MONTHLY
	<input type="radio"/> _____
SPECIFIC POSTS	FREQUENCY
	<input type="radio"/> DAILY
	<input type="radio"/> WEEKLY
	<input type="radio"/> MONTHLY
	<input type="radio"/> _____
INSIGHT GOALS	NOTES