**You need to determine your goal(s) – don’t just be on social for the sake of it.**

Goals can be many, and varied.   
You may find it easiest to categorise your goals if your business is complex.   
For example, at FedUni we have categories for: the recruitment of new students; retention of existing students; promotion of research; and engagement with Alumni (and so on). Within those categories there can be very different goals and strategies.

| **What is the goal** | **Who is the audience** | **Which social platform** | **How will you measure success** | **What is the timeframe** | **Message themes**  *(turn these into a series of posts)* |
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| *For example:*  Build public awareness of who we are, and what they do for the region | *List the relevant personas you would like to target for this goal* | *Referring back to your personas, which platforms should you be on?* | * *Clicks to website?* * *Post engagement?* * *Phone enquiries?* | *When do you want to achieve this goal?* | *Break your goal down into themes*  *For example:*   * Have you heard of us * Are you keen to see your community grow… * Do you want to get involved in a group that… |
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