Digital Goal Setting

How to ensure your online efforts are purposeful and help you effect change

Thank you for joining us. The webinar will begin shortly.
Housekeeping Notes

Experiencing Delays?
Try closing out the other programs running on your computer.

Audio difficulties? Keep this number handy!
Dial: 1-877-860-3058
Code: 1135574

Have a question or comment?
Use the group chat to interact with presenters and other participants.
Session Goals

To help you
- **Understand** the purpose of goal setting
- **Set SMART online goals** in the context of your larger organizational or campaign goals
- **Focus in** on using these skills to set goals for 21st CCLC actions
- **Make your time on social media valuable** by connecting it to your social change goals
What Should You Measure?

- So you’ve spent hours on social media and you want to show it was worth your time
- What do you share?
  - The number of followers?
  - The number of retweets?
  - How many people your tweets reached?
- What do these numbers tell you? Do they tell you that your time was well spent?
Take a Step Back

• The metrics you track are dictated by your digital or social goals
• Are your goals the right ones?
• To determine if your goals online are meaningful, take a step back and look at your larger organizational or campaign goals
• Once you ensure that your social goals support and work towards your broader organizational or communications goals, then you can:
  ▪ Make those goals measurable
  ▪ Know which metrics are important to track
  ▪ Limit the metrics you share to the ones that will help demonstrate the value of your work
Objectives

Core/Campaign

Communications

Social/Digital

“What is the main thing your organization or campaign is trying to accomplish?”

_Litmus test:_ Would the board of directors or leadership team agree that THIS is the main thing the organization is trying to achieve?

“What goals, if achieved, will lead to [core organizational, campaign objective]?”

_Litmus test:_ Do each of these objectives, if achieved, lead to our core organizational objective (e.g., policy change)?

“What digital goals, if achieved, will lead to [strategic communications objective]?”

_Litmus test:_ Is it clear to you and the leadership team that these specific goals, if achieved will lead to one or more strategic communications objectives?

Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS
Core Objective

• “What is the main thing your organization is trying to accomplish?”
  • This should be, or be closely related to, your vision or mission statement
  • For a campaign, the core objective may be specific to that campaign and different from the larger organizational goal

• **Litmus test**: Would the board of directors or leadership team agree that THIS is the main thing the organization is trying to achieve?

• [Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS](#)
Communications Objectives

• “What goals, if achieved, will lead to [core organizational/campaign objective]?”

• Examples:
  • Increase Reach—how many people see your content
    • “To increase the reach of products that support investment in afterschool programs”
  • Increase Conversions—how many people take an action based on your content
  • Increase Retention—how many people come back to you for more
  • Increase Credibility
  • Maintain Visibility
  • Develop Stronger Relationships With Stakeholders

• **Litmus test:** Do each of these objectives, if achieved, lead to our core organizational objective (e.g. policy change)?
  • Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS
“What digital goals, if achieved, will lead to [strategic communications objective]?”

Examples:
- Build an online community
- Increase conversions from visitors to donors, volunteers, petition signers, advocates, etc.
- Demonstrate thought leadership
- Become a media resource
- Increase online visibility

**Litmus test:** Is it clear to you and the leadership team that these specific goals, if achieved will lead to one or more strategic communications objectives?

Adapted from 3.5 STEPS TO SETTING INTELLIGENT SOCIAL MEDIA GOALS
Once you’ve defined your social/digital objectives, put some numbers to them

Social/digital objectives should be SMART:

**Specific**: Being “awesome on Instagram” is not specific enough

**Measurable**: Luckily, most things online are measurable

**Achievable**: Don’t expect to be like charity:water in year one

**Relevant**: The metric you track looks at what you think it looks at

**Time bound**: Pick an appropriate date for meeting each goal
SMART Objectives

<table>
<thead>
<tr>
<th>Room for Improvement</th>
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<tbody>
<tr>
<td>• To increase shares about 21st CCLC</td>
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<tr>
<td>• To promote the Kids on the Move report</td>
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<table>
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<tr>
<th>Better</th>
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<tbody>
<tr>
<td>• To have 10 followers retweet or share a post about 21st CCLC by June 1</td>
</tr>
<tr>
<td>• To have 30 click-throughs on the Kids on the Move report by June 1</td>
</tr>
</tbody>
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Objectives

Core/Campaign

To ensure that all children have access to affordable, quality afterschool programs

Communications

To increase the reach of products that support investment in afterschool programs

Social/Digital

To have 10 followers retweet or share a post about 21st CCLC by June 1
## From Objectives to Measurement

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Measure</th>
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<tbody>
<tr>
<td>• To have 10 followers retweet or share a post about 21st CCLC by June 1</td>
<td>• Retweets and Facebook shares</td>
</tr>
<tr>
<td>• To have 30 click-throughs to the Kids on the Move report by June 1</td>
<td>• Click-throughs via FB insights, Twitter analytics, tracking codes</td>
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Create a Culture of Measurement

- Make someone responsible
- Start small
- Build it in
- Start testing
- Scale up your efforts
  - Create shareable campaign reports
  - Work with consultants or training professionals to improve results
  - Learn to use more measurement tools

Adapted from Beth’s Blog: How Can Nonprofits Switch to a Data-Informed Culture?
A/B Testing

Testing allows you to see what kinds of tweets and posts give you the most response. Only test one thing at a time.

- Test different kinds of images
- Test different messages
Know Your Platforms

Twitter
• Great for engagement and creating conversation as well as click-throughs
  • Distinguish between a WEB CLICK campaign and an ENGAGEMENT campaign

Facebook
• Best for creating engagement and conversations, but not for click-throughs

Google
• Best for click-throughs
Your Assignment ...

...should you choose to accept it!

• Gather with your network peers
• Define your core, communications, and digital objectives
• Make those digital objectives measurable
• Check in on your objectives regularly, track your progress, and adjust your objectives as needed
Looking for content to achieve your social media goals?

- **Tweet4Afterschool.com**
  - Find and share important afterschool messages every week

- **America After 3PM**
  - Eye-catching infographics can help spread the word about key afterschool research
Questions?
Thank you!