

# 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 21<sup>st</sup> 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



“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?

# 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](#)



# Digital/Social Objectives

- “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](#)

# SMART Objectives

- 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

## Room for Improvement

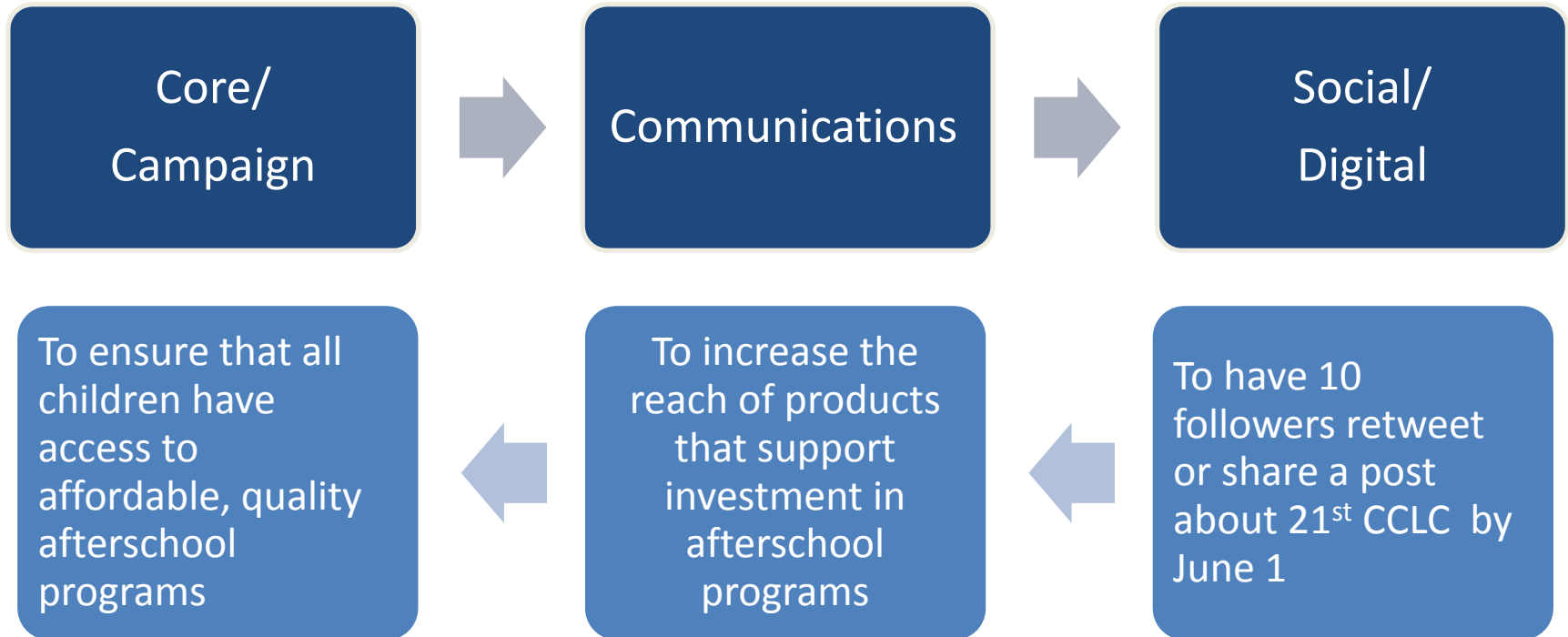
- To increase shares about 21<sup>st</sup> CCLC
- To promote the Kids on the Move report



## Better

- To have 10 followers retweet or share a post about 21<sup>st</sup> CCLC by June 1
- To have 30 click-throughs on the Kids on the Move report by June 1

# Objectives



# From Objectives to Measurement

## Objectives

- To have 10 followers retweet or share a post about 21<sup>st</sup> CCLC by June 1
- To have 30 click-throughs to the Kids on the Move report by June 1

## Measure

- Retweets and Facebook shares
- Click-throughs via FB insights, Twitter analytics, tracking codes

# 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?](#)



**Afterschool Alliance**

# A/B Testing



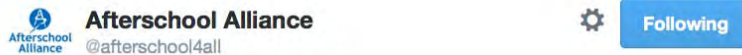
89% of MA parents support public funding for afterschool programs. Thank you, Sen. Warren!



Inspire Learning. Keep Kids Safe. Help Working Parents.

[massafterschool.org](http://massafterschool.org)

[Learn more](#)



Thanks Sen. Warren for supporting afterschool through the 21st CCLC initiative!



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[massafterschool.org](http://massafterschool.org)

[Learn more](#)



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

# Afterschool Alliance Resources

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!