



S

Specific

Do: Set real numbers with real deadlines.

Don't: Say, "I want more visitors."



M

Measurable

Do: Make sure your goal is trackable.

Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."



A

Attainable

Do: Work towards a goal that is challenging, but possible.

Don't: Try to take over the world in one night.



R

Realistic

Do: Be honest with yourself- you know what you and your team are capable of.

Don't: Forget any hurdles you may have to overcome.



T

Time-bound

Do: Give yourself a deadline.

Don't: Keep pushing towards a goal you might hit, "some day."