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SET SMART GOALS TO FINISH 2026 STRONG



SOCIAL MEDIA TIPS

By Theresa Mintzer

With just a few months left in 2026, now is a great time to set SMART goals for your social media and finish the year with a clear direction. Creating monthly or quarterly goals can help sharpen your message, guide your content, and give you measurable results to track.

Take a few minutes to brainstorm your social media goals, then run them through the SMART filter:

- **Specific** – “I want more followers” isn’t specific. Instead, aim for: *I want to increase my Instagram followers by 500 or I want to increase newsletter signups from social media by 30 percent by November 30.*

- **Measurable** – Use the analytics built into your social platforms to track your progress. Look beyond follower counts and pay attention to engagement, clicks, website traffic, leads, and conversions.

- **Achievable** – Keep your goals realistic. Instead of chasing viral numbers, focus

on steady growth you can support with consistent posting, useful content, and smart targeting.

- **Relevant** – Focus on goals that actually move your business forward. Gaining 500 followers won’t help much if they aren’t potential customers or interested in what you offer.

- **Time-bound** – Give yourself a deadline: *I will increase engagement on LinkedIn by 20 percent by December 31, 2026.*

Pro tip: AI tools can help you brainstorm content ideas, repurpose existing content, draft captions, and identify trends in your results. Use them to save time, but keep your brand voice and business goals at the center of your content.

When you set SMART goals, creating content becomes easier because you know what you’re working toward and what results you need to measure.

I offer social media and Facebook ad coaching to help businesses create a goal-driven plan that works. Visit mintzersolutions.com to learn more and schedule a session.

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