**What are our goals for and how can we use**

**social media to achieve them?**

**Set speak goals**

Goals set for communications?

Write down your goals including these 5 key areas:

1. Encouraging ongoing engagement (this should come before company messages so that the “sell-inform-entertain” balance is right.

2. Communicating brand perception and key brand messages

3. Communicate updates about new products and offers

4. Encouraging dialogue to find out more about products.

5. Reputation monitoring and management

**Set serve goals**

Goals set for customer service?

Write down how social media will be used to deliver customer service goals

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1. To provide information to resolve customer service issues
2. To identify discussed customer issues and resolve them
3. To encourage web self-service including collaborative self-service

**Set save goals**

Goals set for cost-savings?

Cost-savings are a less relevant part of the 5Ss since managing social media has incremental costs for which budget will need to be found from elsewhere. But it’s as well that this issue of budget reallocation is reconsidered here.

**Set Sizzle goals**

Goals set for brand building?

These are closely related to the speak goals, they explain how to add-value to customers through social media.