

Set Your Goals

As you are getting started in social selling, it is important to set attainable goals and track your metrics. Selling on social media requires intentional, daily effort.

Simply dropping links into your social media posts, stories and bio is not the best practice to reach your goals. It will require having real conversations with your followers and offering solutions they'll love. Some followers may convert to customers quickly. Others may follow your journey for awhile before becoming customers. When you show up consistently and have a long-term perspective, results will follow.

Each week or month, review your social media goals, metrics and progress by completing the worksheet.

SOCIAL INSIGHTS

WEEK/MONTH OF:

	GOALS	ACTUALS	NOT ON TARGET	ON TARGET	EXCEEDED TARGET
NEW FOLLOWERS/FRIENDS					
ACCOUNTS REACHED					
ACCOUNTS ENGAGED					
TOTAL POSTS					
TOTAL STORIES					
TOTAL REELS					
TOTAL DMS / CONVERSATIONS					
TOTAL ASKS					



Be sure you have a [Professional or Creator Instagram](#) or a [Facebook Business Page or Professional Account](#) to access your Insights on your Professional Dashboard. Here's how on [Facebook](#) and [Instagram](#). Set goals and review your Insights monthly. As you layer in new social media platforms, make it a habit to track sales and metrics from each platform.