Objectives

***1. Increase Follower Count***

Specific: Grow the restaurant’s Instagram and Facebook followers through engaging posts and influencer partnerships.

Measurable: Gain 10,000 new followers across both platforms.

Attainable: Post 5 high-quality content pieces per week, collaborate with 5 local influencers, and run 2 social media ad campaigns.

Relevant: Helps boost brand awareness and attract more customers.

Time-bound: Achieve this within 6 months.

## ***2. Improve Engagement Rate***

Specific: Increase customer interaction through comments, shares, and direct messages.

Measurable: Receive 500 comments and 1,000 shares per month.

Attainable: Use 3 engagement strategies per week (polls, contests, Q&A) and respond to at least 50 comments daily.

Relevant: Higher engagement builds a loyal customer base.

Time-bound: Reach this target within 3 months.

## ***3.Boost Content Reach***

Specific: Expand the reach of social media posts to attract more potential customers.

Measurable: Achieve 50,000 post views per month.

Attainable: Optimize 10 posts per week with trending hashtags, post at peak hours, and boost 3 top-performing posts with ads.

Relevant: Increased reach means more visibility and potential customers.

Time-bound: Achieve this within 4 months.