

# Aligning Social Media Goals to Business Goals

<i>Business Goals</i>	<i>Social Goals</i>
<i>Brand Awareness</i>	<i>Reach</i>
<i>Thought Leadership</i>	<i>Consumption</i>
<i>Word of Mouth</i>	<i>Shares, Likes, Retweets</i>
<i>Leads</i>	<i>Actions</i>
<i>Sales</i>	<i>Conversion</i>

