

# SETTING SOCIAL MEDIA GOALS

BASED ON INDUSTRY AND COMPETITIVE BENCHMARKS

Metric	Description	Your Goal	Primrose	Kiddie Academy	Bright Horizons	The Learning Experience
<b>Follower Count</b>	# of people that follow your account	600+	752	590	398	316
<b>Posts per Month</b>	# of unique times you post to the platform per month	15	15.1	11.7	16.5	12.2
<b>Avg. Engagements per Post</b>	# of reactions (likes, comments, shares, saves, views) that you receive per post	10	13.4	0.9	3.3	4.6

