

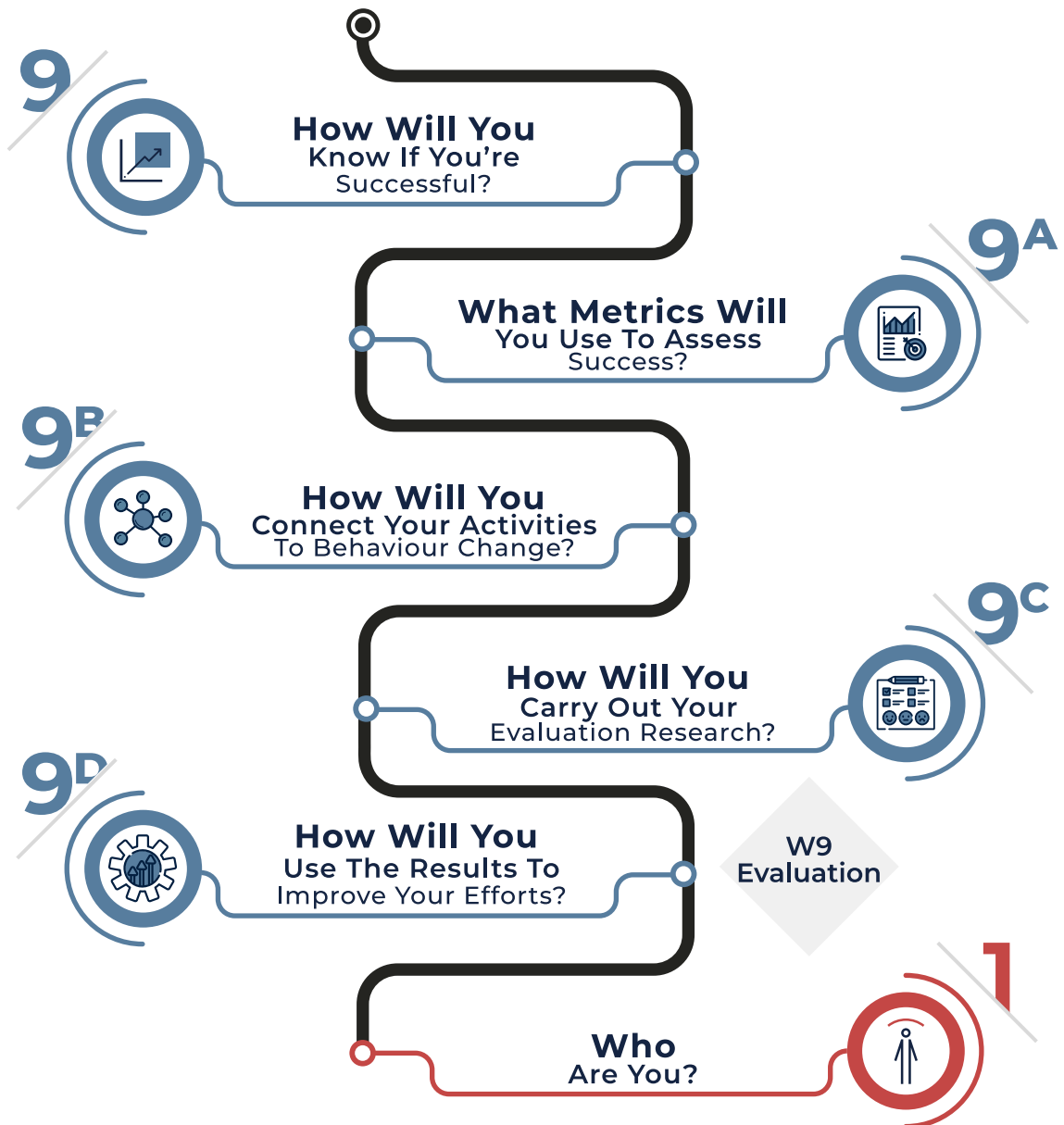


Section 9: How will you know if you're successful?

- What metrics will you use to assess success?
- How will you connect your activities to behaviour change?
- How will you carry out your evaluation research?
- How will you use the results to improve your efforts?

Section 9-

Evaluation plan - How will you know if you're successful?



9^A What metrics will you use to assess success?

Importance ★★ ★

Time ★

Cost ★

Summary

Determine whether your social media activities have been successful by measuring the outcomes according to your original objectives.

Why is it important?

Plan for evaluation of your program from the very beginning. Use the social media objectives you created (see 2D) to choose the metrics to track and measure your progress.

Process indicators help you determine your inputs into the program – number and types of posts, frequency, reach, level of effort, partner participation, and so on. These are important for identifying and adjusting your social media activities to make your workflow more effective and efficient.

Outcome measures are the heart of your SM4BC evaluation, detecting changes in behaviour and other related factors that may be a direct result of people being exposed to your posts.

When using social media for behaviour change, there are four basic outcome domains to assess, each of which builds on the others:

- **Exposure** – How many people saw your posts? Were they your priority audiences?
- **Engagement** – How many people responded to your message, took some type of social media action, or engaged in interactions with your account?
- **Influence** – How did people change in response to your posts, in terms of indicators like knowledge, attitudes, behaviours, and social interactions?
- **Results** – How did your social media efforts directly help your program meet its overall behaviour change goals and objectives?

Each of your program's specific social media objectives will fall into one of these domains and have one or more corresponding metrics associated with it. Your community engagement tracking system will collect the metrics associated with exposure and engagement outcomes.



Some examples of indicators you might track include:

Type of Outcome	Examples of Indicators
Exposure	<ul style="list-style-type: none"> ● Number of followers/subscribers on your accounts ● Number of website referrals from your social media accounts ● Number of times a video is viewed ● Number of re-tweets, shares, and re-posts— and how many people each of those actions reached
Engagement	<ul style="list-style-type: none"> ● Number of likes, comments, shares ● Average engagement rate per post ● Rate of increase of engagement over time ● Number of people who participated in “events” like challenges, contests, Twitter chats ● Number who created relevant content in response to your account ● Number of influencers or other partners who posted on your behalf
Influence	<ul style="list-style-type: none"> ● Percentage of priority audience who knows specific key facts ● Percentage who have shifted perceptions related to the specific levers of change relevant to each behavior and priority audience (e.g., social norms, self-efficacy, barriers, motivators) ● Percentage who clicked through to your website and took some kind of action there (e.g., signed a pledge, registered for a class)
Results	<ul style="list-style-type: none"> ● Percentage who engaged in the key behavior(s) within the past week/month ● Percentage who engaged in one or more preliminary behaviors leading to the key behavior (see 4C)





Key Considerations:

1

Sometimes you may not be able to directly measure certain changes, in which case you can try to identify proxy indicators. Proxy measures are an indirect way of making assumptions about the presence of a behaviour from other easier to collect data. For example, you might need to rely on self-reported behaviour change if you can't directly observe it yourself. Or use something like the reported presence of an organizational emergency plan as an indicator that the institution is "prepared" for a disaster.

2

You can categorize audience engagement levels as the following:

Low - one-way communication, where your audience may have simply read the message

Medium - two-way communication, where people responded in some way to the message, such as liking, commenting or sharing

High - two-way communication, where people not only responded, but also provided feedback, took action, and/or did something, or became partners with you



Action steps:

1

Review your social media objectives to identify how you can best measure them.

2

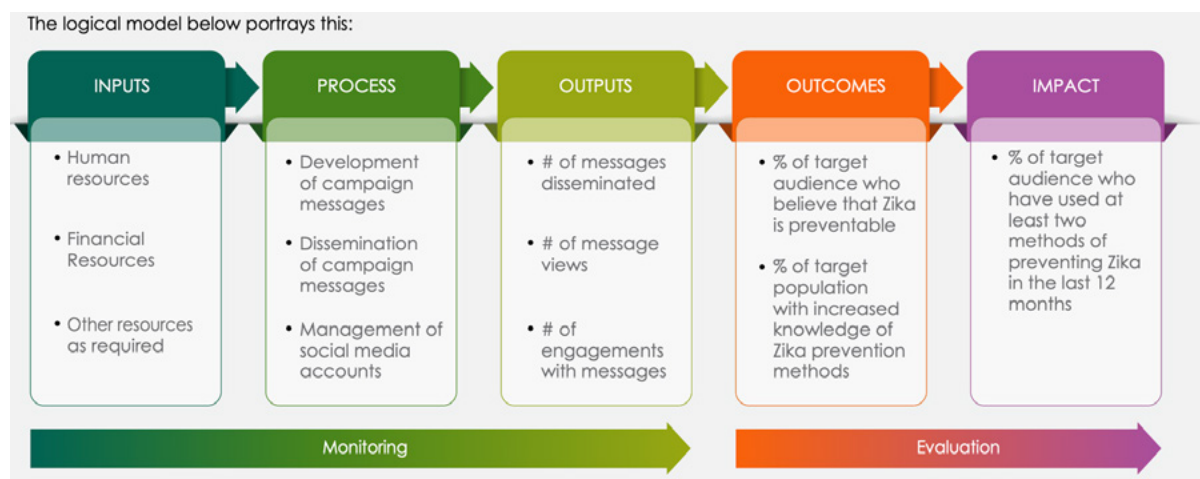
Define metrics for each objective that will indicate to what extent you have achieved them.

For more information:

- [Evaluating Social Media Components of Health Communication Campaigns](#)
- [Toolkit for the Evaluation of Communication Activities – How to Evaluate Social Media Activities](#)
- [Evaluating Social Media Efforts: One Approach to Consider](#)
- [IndiKit - Guidance on SMART Indicators for Relief and Development Projects - DRR and Resilience Indicators](#)



Example:



From "Making Your Social Media Campaign Work for You," Caribbean Public Health Agency, 2018, <https://carpha.org/Portals/0/Publications/SocialMediaM&E%20Guide2019.pdf>

9^B How will you connect your activities to behaviour change?

Importance ★★

Time ★★

Cost ★★

Summary

To the extent possible, identify whether your social media activities may have led to any behaviour change reported by your priority audiences.

Why is it important?

When the behaviours you are promoting via social media happen offline, tracking the effects of your outreach can be tricky. *The definitive way to assess actual behaviour change, rather than inferring it from online behaviours, is to use a randomized controlled trial*, assigning one group or location to be exposed to your social media messaging, and another to serve as a "control group" that is similar to the other group in all ways except for seeing your social media.

This experimental design is often not possible due to budget or logistics, so the next best alternative is to conduct a "quasi-experimental" study – a baseline survey (often called a "KAB survey" for knowledge, attitudes and behaviours) of a random sample of your priority audience, then another at evaluation time. Compare those who report being exposed to your online efforts with those who have not, in terms of how their knowledge, attitudes and behaviours have changed during that time. Of course, any differences do not guarantee that it was your work that led to the change, but it can be a good indication. If you have other components to your public outreach beyond social media, find out what additional parts of your program or campaign your respondents have seen, to try to separate out the contribution of each element.

Short of a survey, find ways to track your social media followers' movement from your posts to other actions related to your target behaviours. Think about facilitating some of the intermediate behavioural steps that people might take as preparation for engaging in the key behaviour. For example, have them go to your website to sign an online pledge to take action, fill out an online disaster preparedness planning worksheet, use an online calculator to know how much water they need to store for emergencies, sign up for first aid classes, purchase an emergency kit, etc., and track that activity via a special link or discount code.

If you periodically post challenges that encourage followers to show that they've participated by posting about their experience with a hashtag, or to share photos of themselves engaging in the activity, these can help illustrate your impact, even if it's self-reported and not necessarily only due to your influence.

- Track other data for an indication of how your social media may have influenced your organization's success. Look at the numbers you usually collect, such as email inquiries, hotline calls, numbers of event participants, volunteers, or media coverage.
- Compare current numbers with those for previous time periods before you started your SM4BC efforts (e.g., previous month, same month previous year), with results for activities related to other topics, or with results from similar organizations.
- To find out where the people reaching out to you came from, you can just ask them. Keeping track with something as simple as a sheet of paper and hash marks whether it was, for example, social media, your website, your newsletter, a friend, etc.



Key Considerations:

1

Remember that social media is a long-term endeavor. Unless you're very lucky, it will take a while to see significant results. There is likely a dose-response relationship between the amount of exposure to your messaging and actual behaviour change, meaning the more they see your posts, the more likely they are to take action.

2

Be careful about relying on self-reported attitude and behaviour change. People may tell you what they think you want to hear to make themselves look good. Or they may not consciously know why they do the things they do.

3

Similarly, online surveys and social media polls can serve as a general "pulse check" to gauge responses to your outreach, but they all depend on which people choose to respond.



Action steps:

1

Consider whether an experimental design or random sample survey is a possibility for your evaluation to better detect any link between your efforts and behaviour change.

2

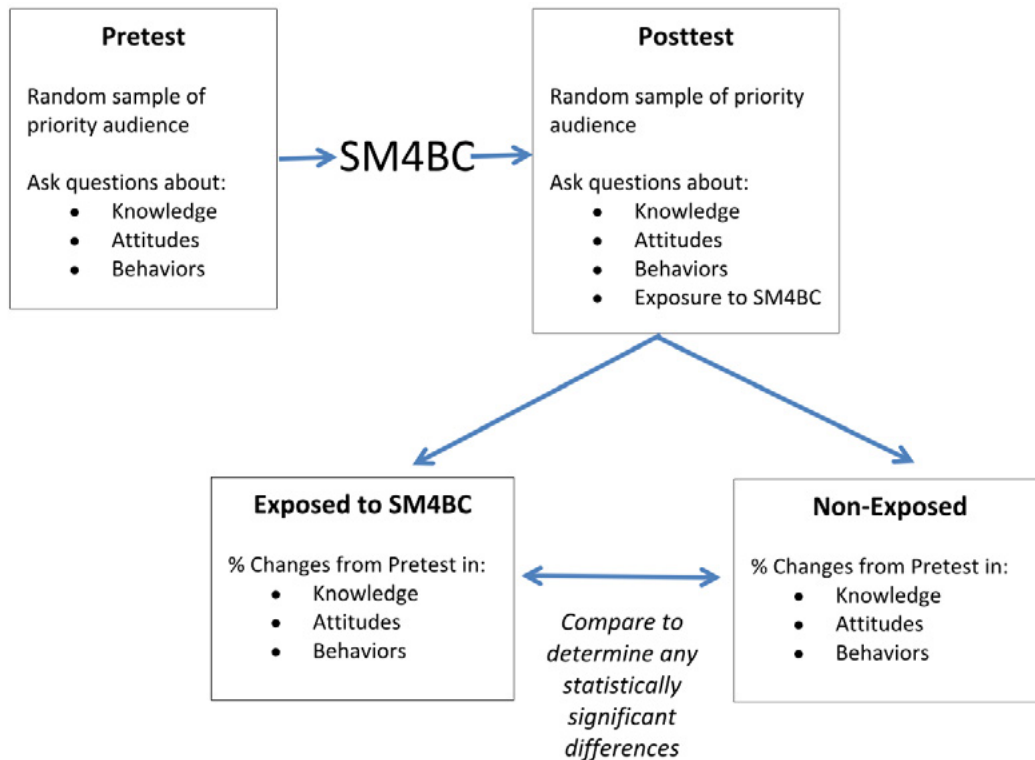
Review the data sources and other tools you have available to you through your organization or website that you could use to identify changes related to your social media outreach.

For more information:

- [How Web Analytics Can Supercharge Your Behaviour Change Initiative](#)
- [Social and Behaviour Change Monitoring Guidance](#)
- [Online Actions with Offline Impact: How Online Social Networks Influence Online and Offline User Behaviour](#)
- [Behaviour Change for Conservation - Evaluation Research Design](#)
- [Behaviour Change Toolkit for International Development Practitioners - Step 6: Measure Changes In Behaviours](#)

Example:

How Does a Quasi-Experimental KAB Survey Work?



How will you carry out your evaluation research?

Importance ★★

Time ★★

Cost ★★★

Summary

Determine the best ways to collect data related to the metrics and other information you've identified as being important to your social media success.

Why is it important?

Once you know what information you want to gather, you can determine how best to collect the data. Many of your indicators will likely be best collected via quantitative research. These methods include surveys, online analytics programs, and counts of things – basically anything involving numbers. *Quantitative data shows you how many people are thinking or doing something and is necessary to demonstrate the extent of changes over time.*

Qualitative research is also important to help you fully understand the effects your outreach has had, and to put your quantitative results into context. *Qualitative methods like in-depth interviews, focus groups, and observations provide you with insights about the "how" and "why" behind people's responses to your social media posts. Talk directly with some of your social media followers to hear their stories of how your messages inspired them to take action. Quantitative research can tell you which of your posts got the most engagement from your audience, and qualitative research can help you understand why they resonated.*

- invite a random sample from the list to invite to an online survey, or deliberately choose people who you know have something to say for a phone interview.

- If your organization has an email list, you could reach out to your supporters to see if there are any differences in behaviour between those who follow you on social media and those who don't.



Key Considerations:

1

If you conducted a survey towards the beginning of this project as part of your formative research to better understand your priority audience(s), use that as your baseline data to compare any changes in key factors like knowledge, attitudes and behaviours.

2

Whatever research methods you use, be sure to use the data ethically. Get informed consent so they know they have control over their participation. Keep personal information confidential and any quotes or examples in the evaluation report not traceable back to a particular person. Guard their private data and let them know what you will do to protect it (and then do it!).



Action steps:

1

Decide which research methods to use to collect the kind of data you need for your evaluation.

2

Use a combination of quantitative and qualitative methods if possible.

3

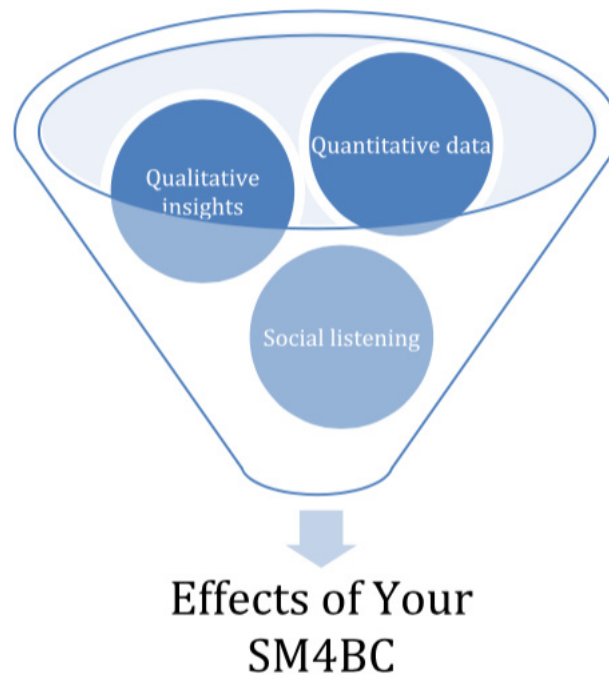
Determine how you will find members of your priority audiences to participate in your research.

For more information:

- [7 Tips on How to Use Social Media for Market Research](#)
- [Using Facebook for Qualitative Research: A Brief Primer](#)
- [Using Twitter as a Data Source: An Overview of Social Media Research Tools](#)
- [Integrated SBCC Programs Implementation Kit – Evaluation Design](#)
- [Training Manual on Basic Monitoring and Evaluation of Social and Behaviour Change Communication Health Programs](#)



Example:



9^D How will you use the results to improve your efforts?

Importance ★★

Time ★

Cost ★

Summary

Apply the results of your evaluation to refine and improve your SM4BC activities in the future.

Why is it important?

Don't let your evaluation results get put on a virtual shelf to gather dust, but rather *use them to improve your social media outreach going forward.*

- Look at which of your objectives were fully met.
- Identify the strategies you used to achieve those objectives and plan to do more of what worked.
- Identify which types of topics, messages, posts, format and other content elements were most successful and expand your use of those approaches.
- Assess the objectives that were not met and analyze the strategic elements that may need to be changed.
- Reduce the use of the types of content that did not get much engagement.

With any of these adjustments, return to the relevant point in the strategic process to develop a new plan.

If you have not been successful in bringing about behaviour change, consider whether you need to revise your behaviour design approach.



Key Considerations:

1

Make a list of possible changes to be made as a result of your evaluation findings. Prioritize them based on how much potential impact they could have, as well as on how expensive or time-consuming they would be to implement.

2

Be sure to consult with partners and other stakeholders to find out from their perspective what worked well and what could be improved for future collaborations.

3

Find ways to share what you've learned through the SM4BC process with those in your organization and more broadly.



Action steps:

1

Review the results of your evaluation to identify which social media objectives were met and which were not.

2

Analyze the factors that led to success and those that need to be changed.

3

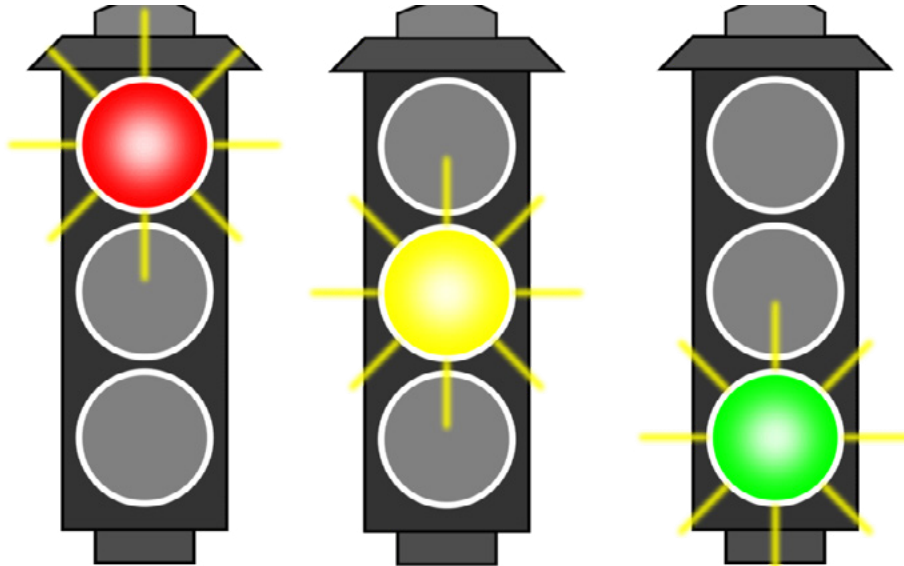
Make a plan to implement changes in future efforts.

For more information:

- [How To Use Your Evaluation Findings To Improve Your Work](#)
- [Improve Program with Evaluation Findings](#)
- [Refining the Program or Intervention Based on Evaluation Research](#)

Example:

For each of your evaluation findings, sort them into the following categories:



Red Light: What was not effective? Reduce or eliminate those strategies.

Green Light: What worked well? Continue or increase those strategies.

Yellow Light: What ideas do you have for new approaches? Prioritize them, test them out and refine them as needed.



**Worksheet 9 -
EVALUATION WORKSHEET
ACCESS WORKSHEET ONLINE [HERE](#)**

1.

Which process-focused indicators will you track? For example...

- Number of posts
- Frequency of posts
- Number of responses to comments
- Staff hours spent per week on social media
- Number and cost of boosted posts/paid ads
- Twitter chats participated in
- Influencers/partner organizations recruited
- Others:

a. Exposure

- Number of followers/subscribers on your accounts
- Number of website referrals from your social media accounts
- Number of times a video is viewed
- Number of re-tweets, shares, and re-posts— and how many people each of those actions reached
- Other:

b. Engagement

- Number of likes, comments, shares
- Average engagement rate per post
- Rate of increase of engagement
- Number of people who participated in “events” like challenges, contests,
- Twitter chats
- Number who created relevant content in response to your account
- Number of influencers or other partners who posted on your behalf
- Other:

c. Influence

- Percentage of priority audience who knows specific key facts
- Percentage who have shifted perceptions related to the specific levers of change relevant to each behaviour and priority audience (e.g., social norms, self-efficacy, barriers, motivators)
- Percentage who clicked through to your website and took some kind of action there (e.g., signed a pledge, registered for a class)
- Other:

2.

Which outcome-focused indicators will you track? For example...

3.

What methods will you use to connect your activities to behaviour change?

- Randomized controlled trial
- Quasi-experimental study (random sample pre/post surveys comparing exposed and non-exposed respondents)
- Online-based behaviours
- Priority audience self-reports on social media
- Organizational data
- Referral tracking (website or other contact points)
- Other:

a. Quantitative Methods

- Survey
- Online analytics
- Counting/tracking
- Other:

b. Qualitative Methods

- In-depth interviews
- Focus groups
- Observations
- Content analysis of posts/comments
- Anecdotal feedback from social media
- Other:

4.

What methods will you use to collect your evaluation data?

- Social media followers
- Organizational mailing list
- Partner organizations
- Random sampling phone calls
- Other:

5.

Where will you find participants for your research?

- Social media followers
- Organizational mailing list
- Partner organizations
- Random sampling phone calls
- Other:

6.

Once you have evaluation results, sort findings into these categories:

What worked? (continue or increase)	What was not effective? (reduce or eliminate)	Ideas for new approaches (test and refine)