

Measure What Matters

Using social media metrics to discover what your audience needs and drive content creation



Participant Poll:

*Which social media **platforms** is your agency or program using?*





Objectives

At the end of today's session, agencies will be able to:

- Describe the five steps of social media monitoring and evaluation.
- Identify potential quantitative and qualitative metrics to help inform social media activities.
- Explain how social media metrics contribute to overall program objectives.
- Use social media metrics in communication planning.

Steps for Social Media M&E

STEP 1
Determine **WHY**
you are conducting
monitoring and
evaluation



STEP 2
Decide **WHAT**
you are
measuring



STEP 3
Choose **WHO**
is measuring



STEP 4
Plan **HOW** you
will measure



STEP 5
Identify **HOW**
you will use
the results





Presenters



Hannabah Blue, MSPH
Consultant, JSI



Arman Lorz, BS
Consultant, JSI

The **Technical Assistance for Service Integration (TA4SI) project**, funded by the Bureau of Infectious Disease and Laboratory Sciences (BIDLS) and implemented by JSI Research & Training Institute, Inc., provides technical assistance to BIDLS-funded agencies on service integration and data utilization across infectious disease (HIV, hepatitis, STIs, and latent TB) prevention and care.

Project Topics:

- Social Media
- PrEP
- Latent TB infection
- Data Basics
- Indicators and EHRs
- Telehealth



STEP 1

Determine why you are conducting M&E.

What outcome do
you hope to
achieve through
your social media
efforts?

What problem are
you trying to solve?



Foundations of Social Media Metrics

How can M&E of your social media contribute to the overall progress of your program?



Social media tools
can **inform** and
contribute to
program planning,
program
improvement and
funding

What is the Difference?

Monitoring is a way to find out *if we are doing what we are supposed to do.*

It shows us to what extent we are reaching our goals and targets.

Monitor or track the number of people who like your Instagram post or follow you on Twitter to find out how many people you are **reaching** with your message.



What is the Difference?

Evaluation is a way of finding out *what we achieved*.

It is a way to compare predetermined goals with what was actually accomplished.

Did your photo contest help you to grow your Instagram followers? Did your Twitter testing day campaign help bring in more people for an HIV test?

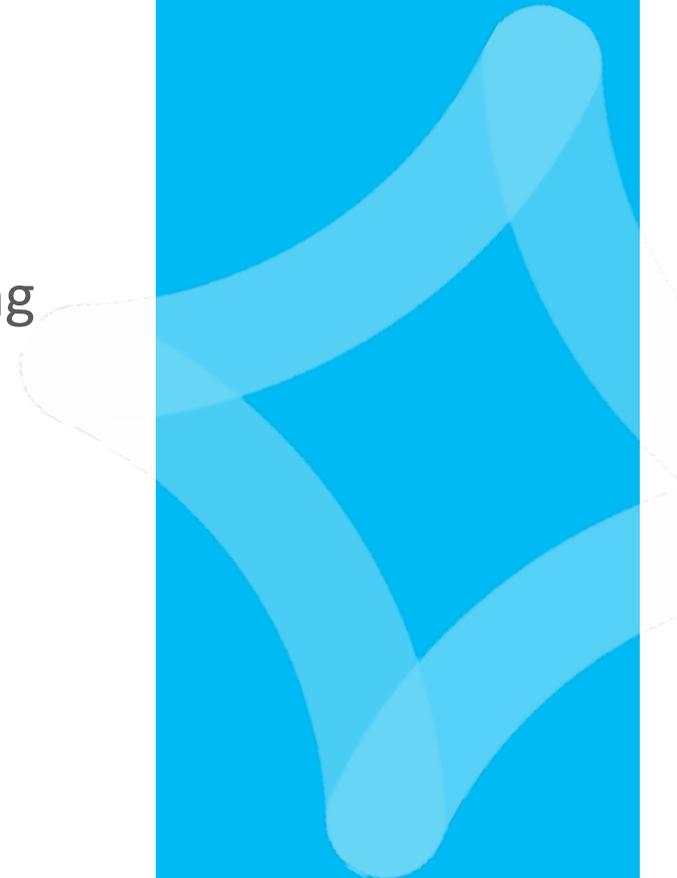




STEP 2

Decide what you are measuring.

How will you measure if you've succeed in reaching your goals?

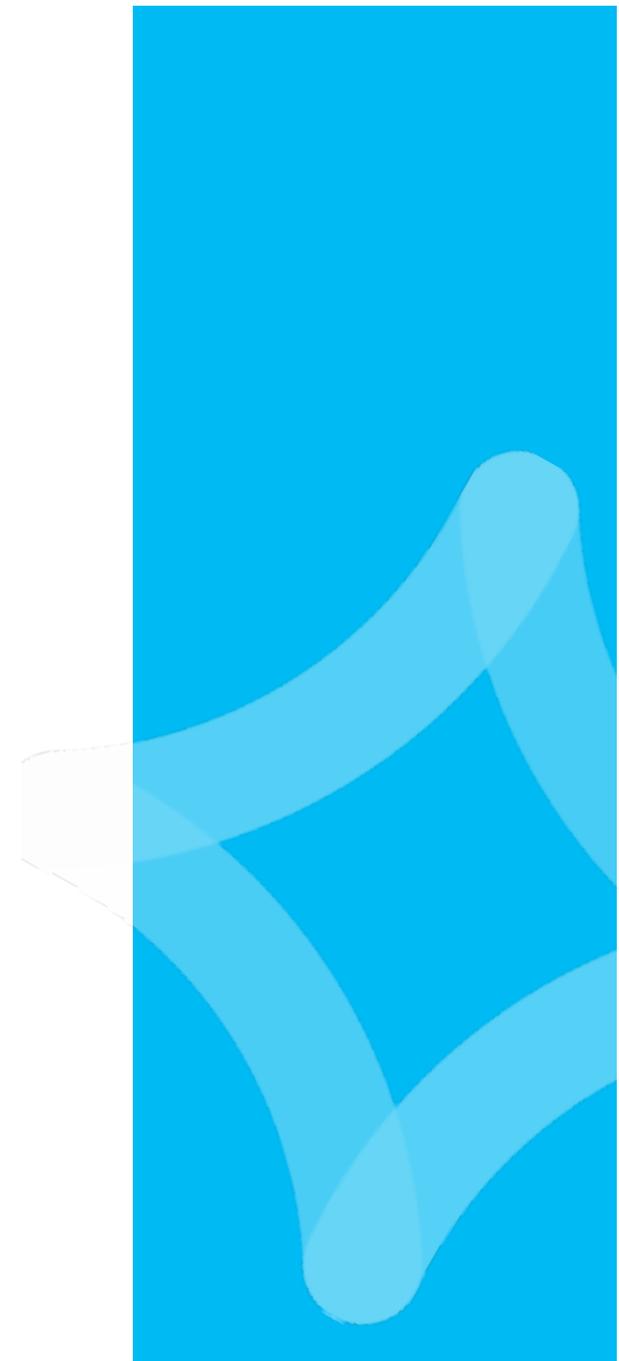
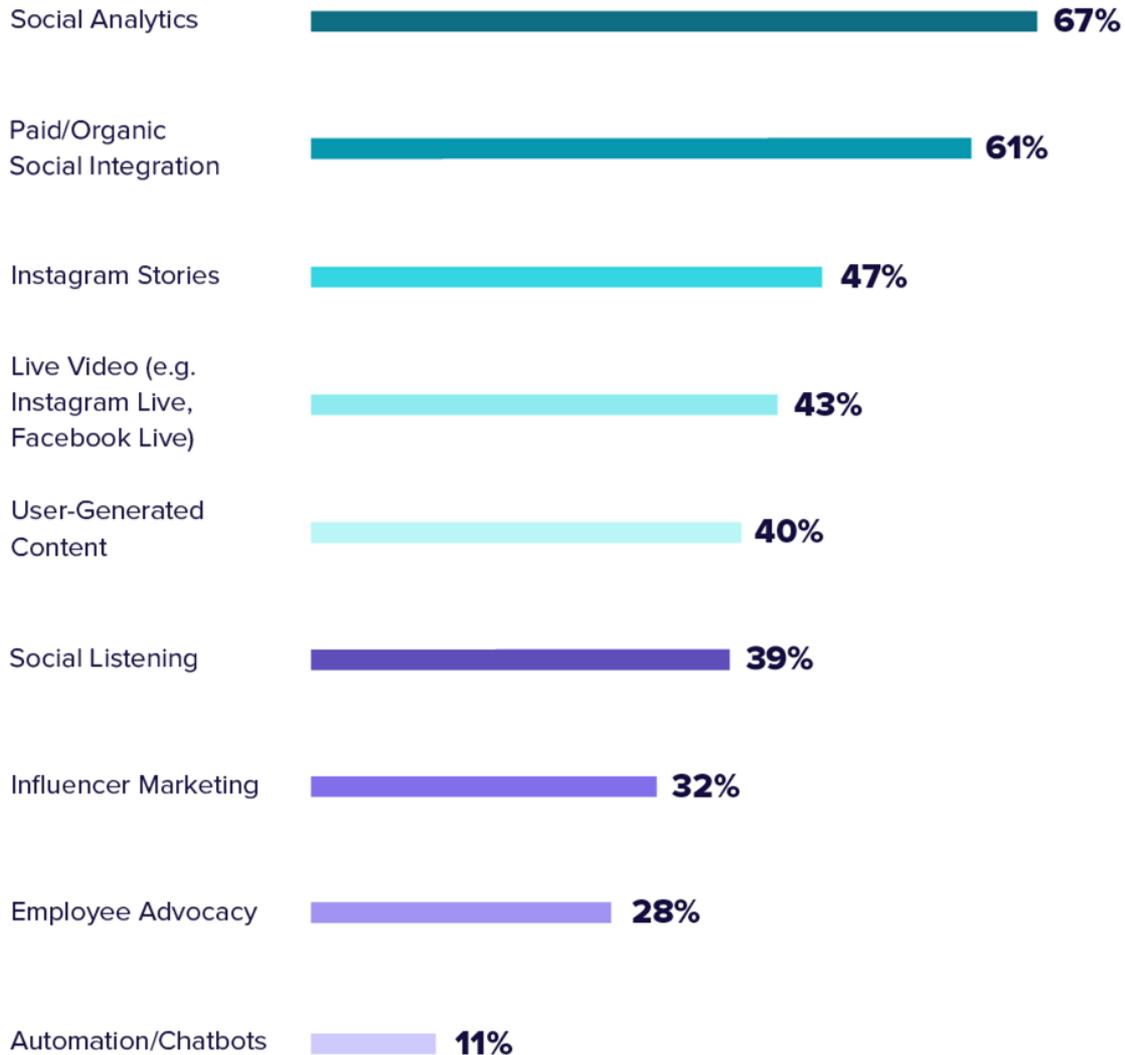




Basics of Social Media Measurement

- **What** do you want to accomplish?
- **How** will you measure how well you've succeeded in reaching your goals?
- **Who** will measure it? When and how?
- **What tools** are available to help you?
- **What will you do** with the data?

Social Marketers' Most Used Features & Strategies



POST Framework

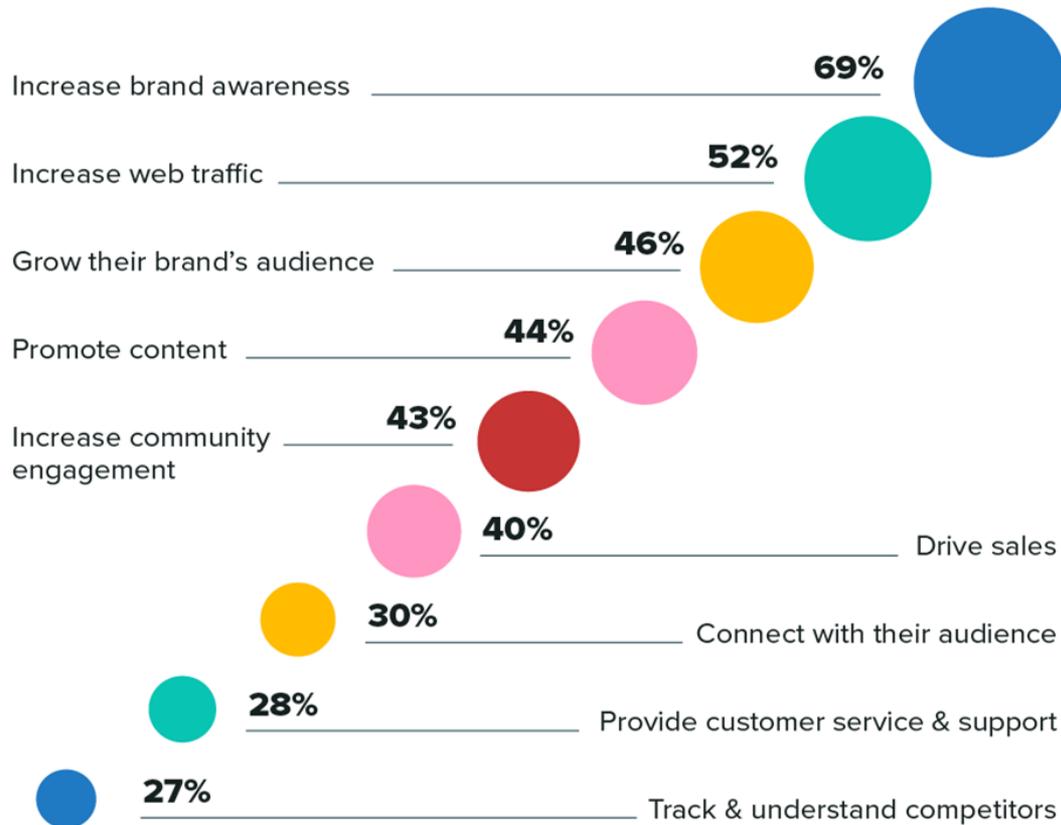


What does

SUCCESS

Look like?

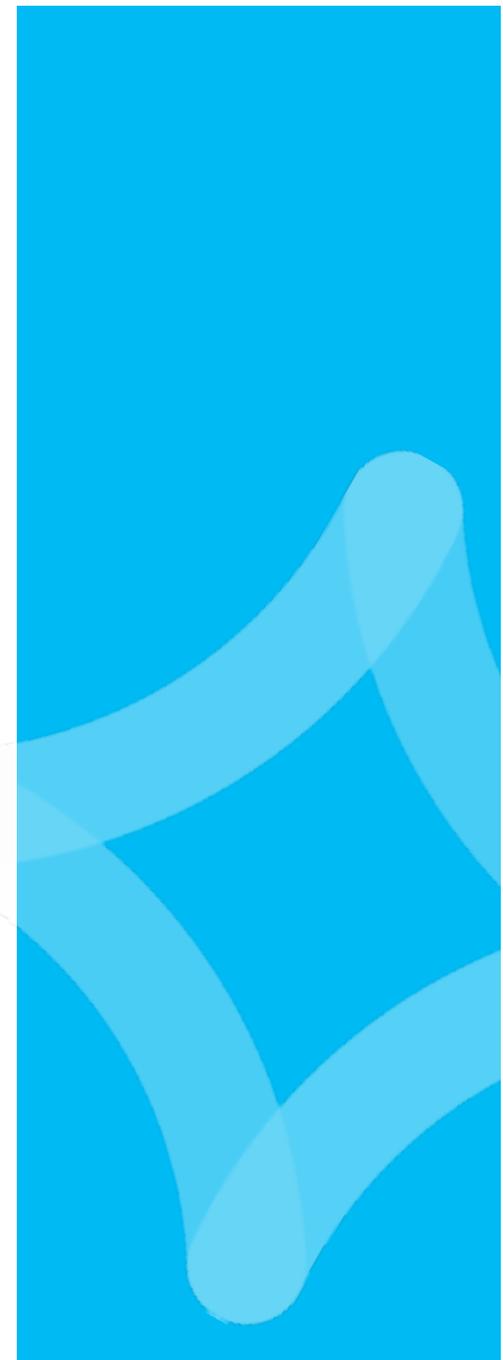
Marketers' primary goals for social media



Healthcare Goals

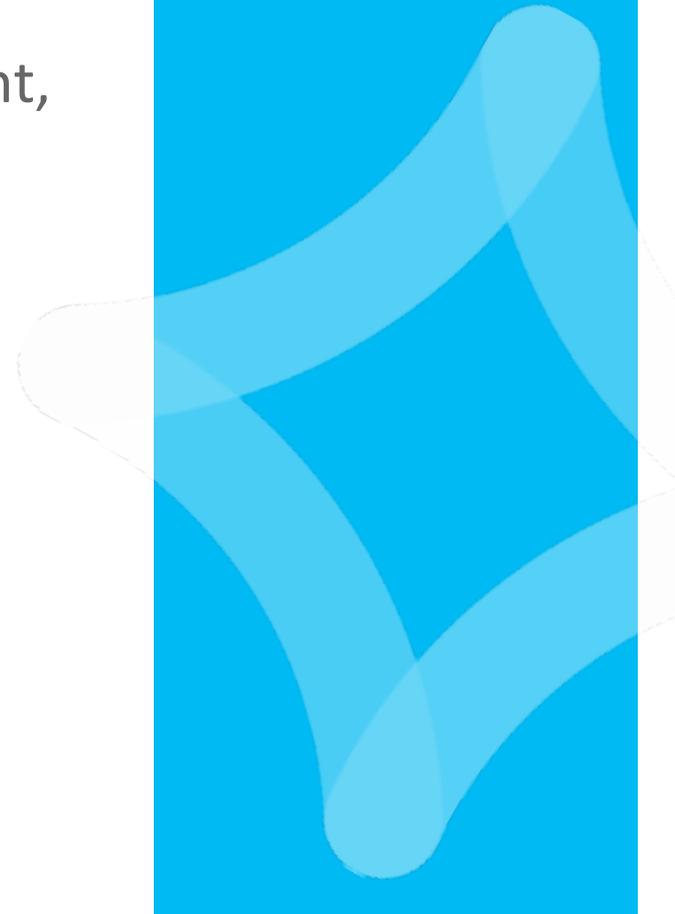
Healthcare can be a difficult industry to market on social media. There are rules and regulations that must be followed so your organization doesn't land in hot water. While you establish your goals make sure that you remain HIPAA compliant.

- Follow industry regulations & **brand voice consistency**
- Drive **brand awareness** (follower growth) to **increase** the number of patients helped
- **Build trust and patient confidence** (engagements, impressions)
- Drive positive hospital, doctor, & nurse **reviews/sentiment**
- **Build relationships** in the local community to improve patient experience
- Increase physician **credibility/trust** via thought-leadership
- **Social recruiting** to hire high-quality staff

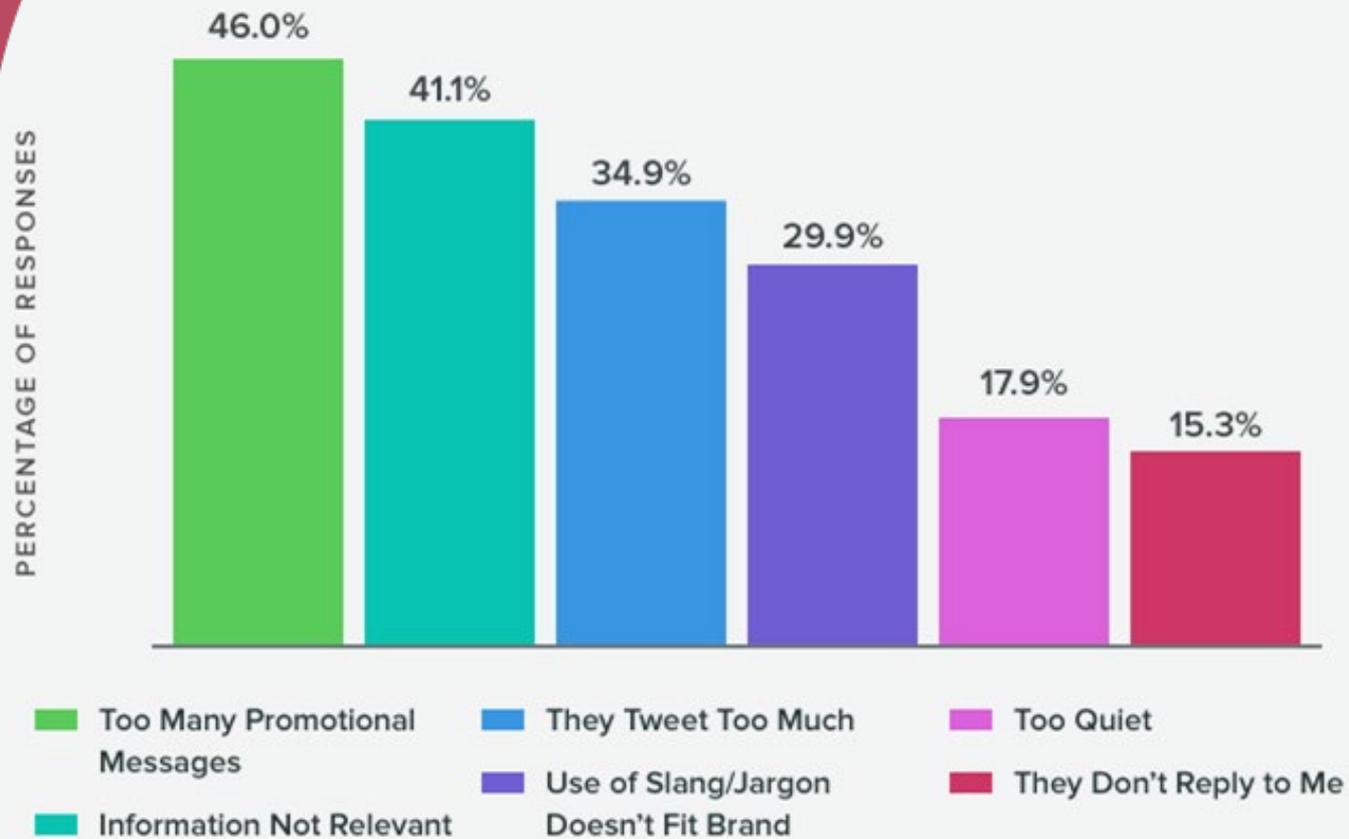


Measure What Matters

- What content performs well?
- Are my metrics getting better over time?
- Am I achieving my goals (e.g., engagement, brand awareness, behaviors)?



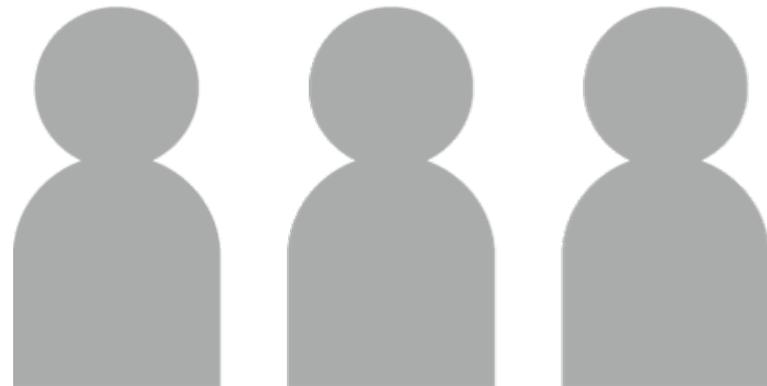
Actions That Make People Unfollow a Brand on Social Media



STEP 3

Choose who is measuring.

Who is responsible for M&E in your program or organization?
What about for your social media efforts?



Who Conducts Monitoring and Evaluation Activities

Monitoring and evaluating social media requires close attention to the processes and outcomes - quality and quantity.



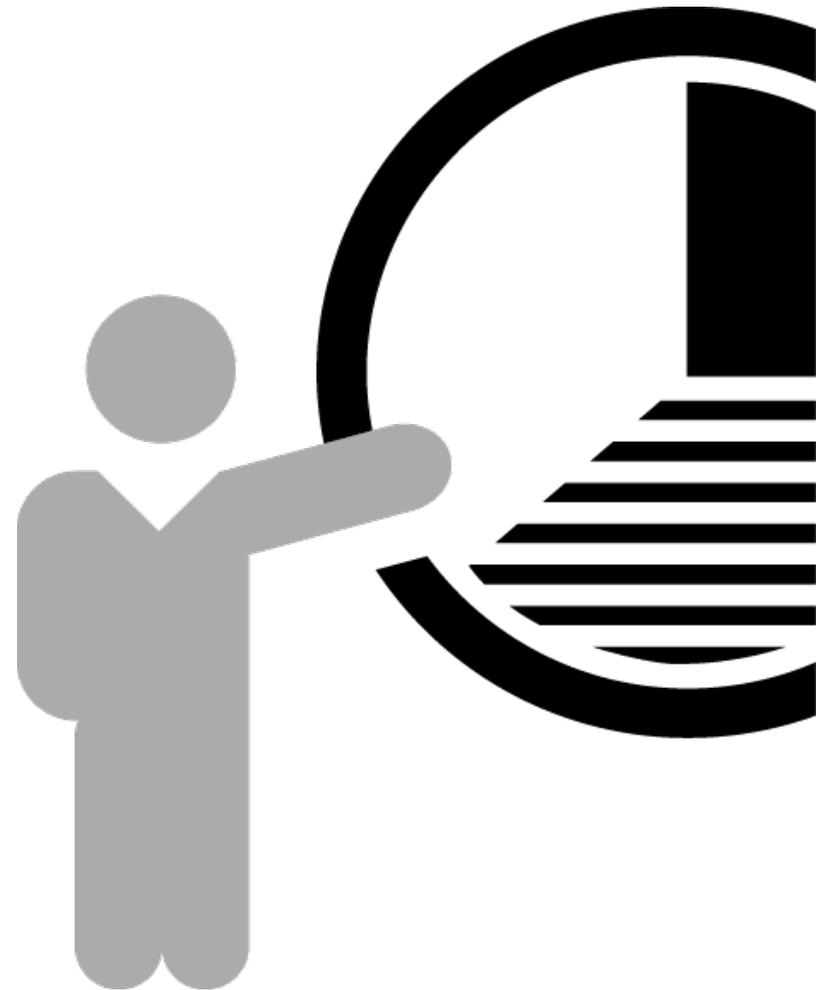
The person conducting these activities must be able to understand how the **efforts will help achieve the goal** of your program or agency.

Social media is a strategy for your program or agency, not a program on its own and requires time, effort, and a keen eye for integration.

STEP 4

Plan how you will measure.

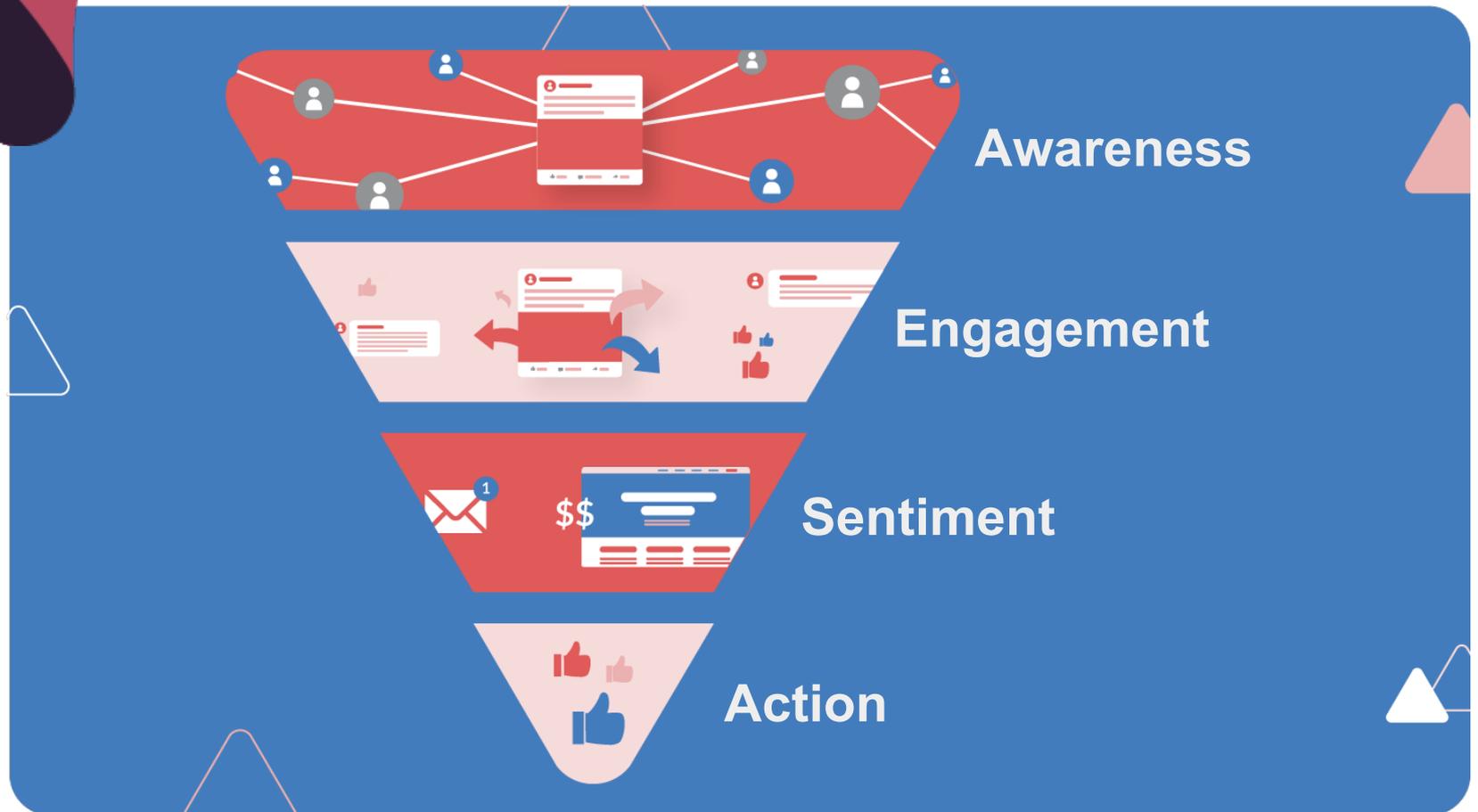
How you will measure and with what tools?



Participant Input:

*What social media **metrics** are you currently using?*

Social Media Metrics Categories

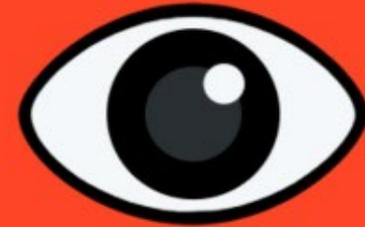


Awareness



REACH

The number of **users** exposed to a piece of content.



IMPRESSIONS

The number of **times** a piece of content was displayed to the target audience.

Consider your **intended** audience
Measured by your **fan/follower base**

PPHA | MLMQ

DIGITAL CAMPAIGN UPDATE

JANUARY 23, 2020

Reach and Impressions

INSTAGRAM



Posted : December 23, 2019 4:00 PM

Give your lungs something to talk about! Comment why you gave up vaping. Text "Start My Quit" to 855.891.9989 or call to talk with a coach. . . . #MLMQ #MLMQNH #Quit #NoVaping #DontVape #StopVaping #NewHampshire #603 #Nicotine #ECigarettes #YourTruth

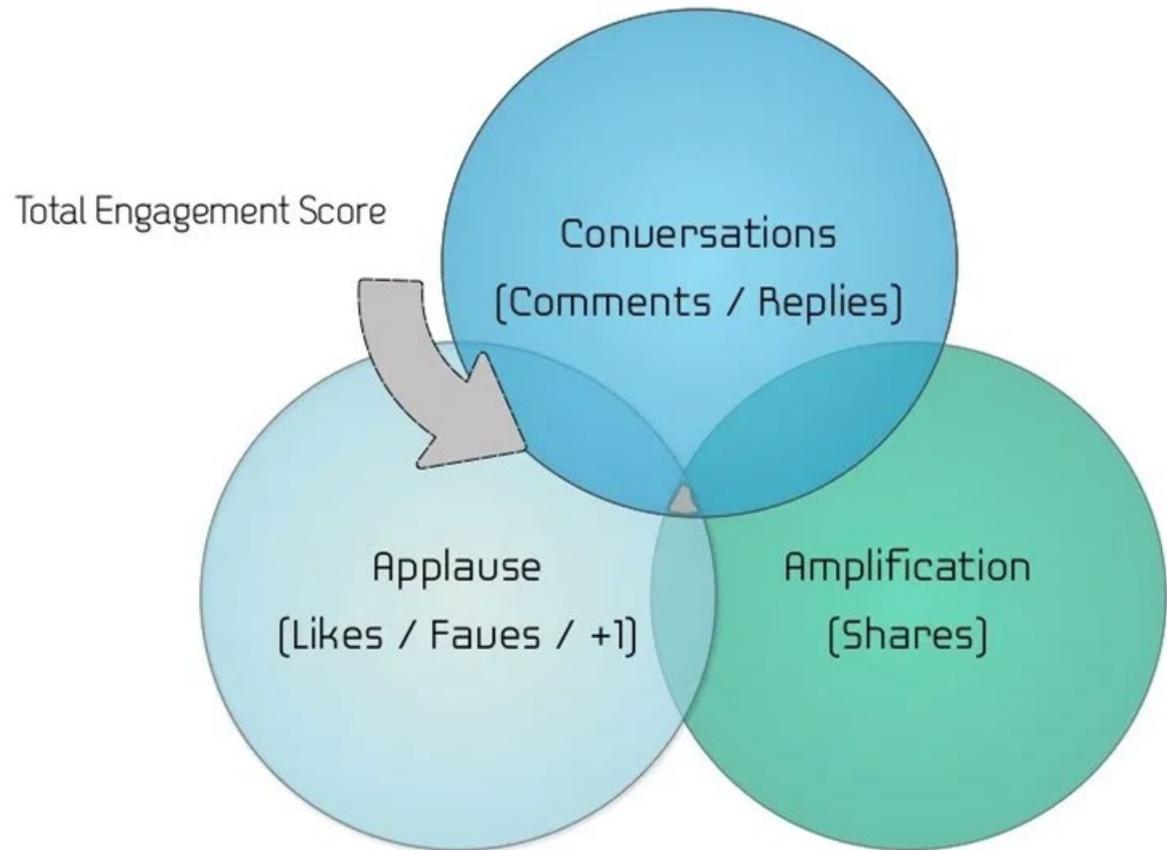
3 Month Overview | Instagram Organic

Reach: 4,883

Impressions: 235,100



Engagement



By Shai Coggins (@shaicoggins) for
Vervely.com (@VervelyCom)
Based on Kaushik.net

Engagements on Twitter

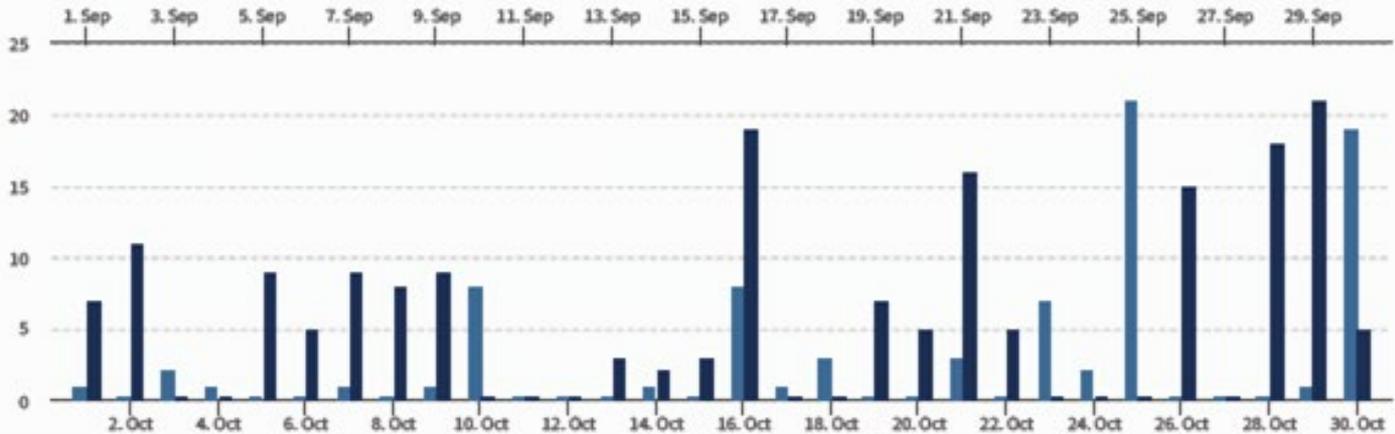
Engagement by Type

Likes ↗ 67 **120**

Retweets ↗ 30 **57**

Replies **0** **0**

Engagement



Sentiment

Mentions: Mentions, hashtags

Emotional Response:
Comments, replies and
reactions

Feedback: Response rate and
time, satisfaction scores or
ratings, and recommendations



Home @ Connect # Discover Me Search

Interactions

Mentions

Who to follow · Refresh · View all

- PSI @PSIimpact
Followed by GBVHIVOnline and others
Promoted · Follow
- diario hiv+vida @diariohiv
Followed by A&U Magazine and others
Follow
- The Root @TheRoot247
Followed by Talk HIV and others
Follow

Browse categories · Find friends

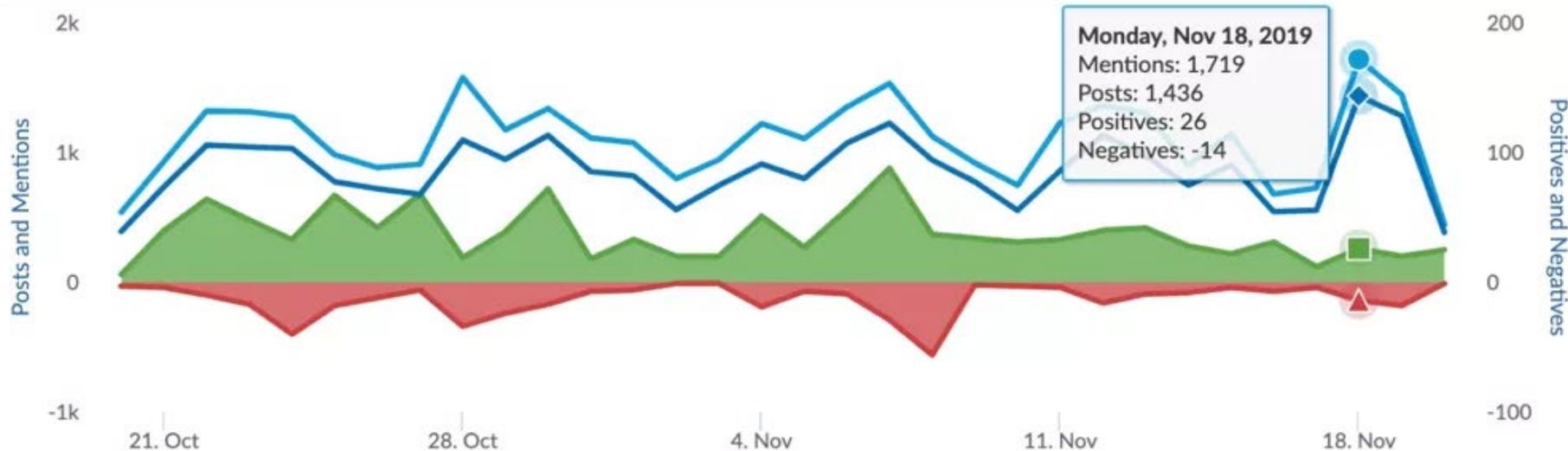
United States Trends · Change

- #TheHost Promoted
- #SonasWillAlwaysLove

Mentions

- USAID SouthernAfrica** @USAID_SAfrica 2h
Addressing the Needs of Individuals Coinfected with HIV and TB
blog.aids.gov/2013/03/addres... via @AIDSgov
Expand
- SHARE** @HIVSHARESpace 2h
Addressing the needs of individuals coinfectd with #HIV and #TB -
ow.ly/jsGUs @AIDSgov
Expand
- Call Me Ty** @getHIGH_imDOPE 11h
@Lilmoma_Bad @tee_sosa300 @hi_imfabulous_ @coolkidcourt_
@AIDSgov
View conversation
- john snow, inc (JSI)** @JSIhealth 14h
RT @aidsgov: How is the #LGBT community using new media?
Hear from the attendees of #CC25. ow.ly/joGCL
View media

Summary Metrics (New)





REAL CHANGE

Moving from awareness to action

While your initial social media strategy may focus on building an audience (the people who receive your message), ultimately you want those people to DO something after exposure to your message.



Awareness

Reach: # of unique users exposed to a post

Impressions: # of times a post shows up on a user's screen

Engagement

Applause: # of positive actions a post receives

Amplification: # of people sharing a post

Conversations: # of comments or replies

Sentiment

Mentions, hashtags, and emotional response within comments and replies measured as positive, neutral or negative

Feedback: Satisfaction & recommendations

Action

Conversions: Actions as a direct result of social media efforts



Analytics

Drawing conclusions and insights

Many social media channels include free tools to allow you to track and analyze your metrics and performance.

[Comparison Spreadsheet](#)



10 OF THE BEST SOCIAL MEDIA ANALYTICS TOOLS

- 1 HOOTSUITE**
Can manage tasks from scheduling social media publishing to measuring social media ROI.
- 2 GOOGLE ANALYTICS**
Provides deep and detailed insights into how your audience is interacting with your digital assets.
- 3 AWARIO**
Analyzes online mentions of your business and gives statistics on mention growth, reach, languages and locations, and mention sentiment.
- 4 SNAPLYTICS**
Shows which acquisition methods are performing best for your business on Instagram and Snapchat.
- 5 SQUARELOVIN**
Tracks likes/followers, reviews post performance, and measures overall profile engagement on Instagram.
- 6 KEYHOLE**
Shows the total numbers of posts that include your target keywords and mention volume on Instagram and Twitter.
- 7 UNION METRICS**
Analyzes metrics from Twitter, Facebook, and Instagram including content performance, key influencers, and when your audience is most active.
- 8 SPROUT SOCIAL**
Identifies your highest performing content on Facebook, Instagram, LinkedIn, and Twitter and determines why it performed well.
- 9 SOTRENDER**
Focuses on conversations about your brand, which content performs best, and audience engagement.
- 10 SCRAAWL PIXL**
High-fidelity, cloud-based video and image processing tool that analyzes video and image data from online platforms.

STEP 5

Identify how you will use the results.

How and with whom will you share the results? How will M&E of your social media contribute to the overall progress of your program?





Fitting into the bigger picture

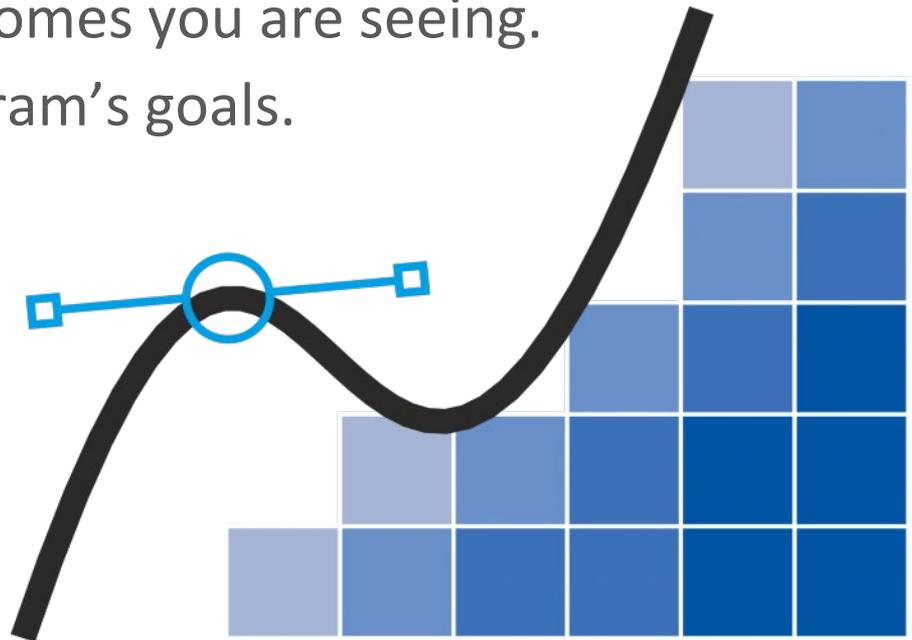
*How do your social media objectives fit into your overall **communication plan**? Evaluation plan?*

Have conversations with your agency's evaluation team about how to identify what your agency's social media metrics can tell you about reaching your program's goals



Scheduling time

Integrate time to monitor and evaluate your social media efforts as part of your activities to learn about how many people you are reaching and interacting with and what outcomes you are seeing. Focus on your program's goals.



Create a Reporting Plan

Create a template that records the key performance indicators identified when you set your goals. A good report will show progress (or lack thereof) over time.



FACEBOOK



Overview (Jan. 1-28) | Facebook Organic

Post Reach: 61,130
Engagement: 1,636
Page Views: 55

INSTAGRAM



Posted : December 23, 2019 4:00 PM

Give your lungs something to talk about! Comment why you gave up vaping. Text "Start My Quit" to 855.891.9989 or call to talk with a coach. . . #MLMQ #MLMQNH #Quit #NoVaping #DontVape #StopVaping #NewHampshire #603 #Nicotine #ECigarettes #YourTruth

3 Month Overview | Instagram Organic

Reach: 4,883
Impressions: 235,100
Followers: 11

The first three months of the My Life, My Quit - New Hampshire organic social media presence continues to see an increase in growth, reach, and engagement with the target audience. Followers take time to build organically.



YOUTUBE

MLMQ | Friends Ad

Campaign Timeline: December 19 - January 31
Impressions as of 1/23: 85,809
Views as of 1/23: 19,919
Average View Time as of 1/23: 29 Seconds

Awareness

Reach: of unique users exposed to a post
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Engagement

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Action

Conversions: Actions as a direct result of social media efforts

Case Study

Safe House is a small CBO serve African American and Latino youth and underwent recent funding cuts.

They provide diverse numk of services and programs with a staff of five (5).



Case Study

Social media tools:

- Facebook and Twitter

Goals of social media activities:

- Increase visibility of services within the community
- Increase HIV testing numbers of transgender youth

Evaluation metrics and tools:

- Social media metrics
- M&E measures
 - Agency intake form



Safe House Intake Form

- Did you hear about Safe House online?
 - No
 - Yes
 - Agency Website
 - Social networking site
 - Facebook
 - Twitter
 - Other (please specify): _____
- Did any of the following influence your decision to get tested today?
 - Online Messaging
 - FB
 - Twitter
 - Talking with one of the following people:
 - Friend
 - Family members
 - Healthcare provider
 - Other (please specify): _____

Safe House Staff Time Monitoring and Measuring social Media



When	Monitoring activity	Amount of time
Daily	Check Facebook and Twitter accounts 3x a day –morning, afternoon and evening	15 minutes
Daily	Content creation: update Facebook and Twitter	15 minutes
Once a week	Run analytics reports and enter into an Excel spreadsheet	30 minutes



Awareness

Engagement

Sentiment

Action

What metrics under each category would you measure to evaluate Safe House's social media progress towards their goals?

(Increase HIV testing numbers of transgender youth)



A Few Lessons Learned

- Learn as you go.
- Check out what your peers are doing.
- Use the monitoring tools handed to you!
- Numbers alone are meaningless.
- It's about return on insight, not just investment.
- Make sure whatever you are measuring is linked to your goals!

An abstract graphic on the left side of the slide, composed of several overlapping, curved, ribbon-like shapes in various colors: dark green, orange, red, maroon, teal, and dark purple. The shapes are arranged in a way that suggests movement or a path.

Questions?



Resources

[All of The Social Media Metrics that Matter](#)

[The 7 Most Important Social Media Marketing Metrics](#)

[12 Social Media Metrics You Should Be Tracking](#)

[16 Social Media Metrics to Track in 2021 to Stand Out](#)

[10 of the Best Social Media Analytics Tools for Marketers](#)



ta4si

**TECHNICAL ASSISTANCE
FOR SERVICE INTEGRATION**

Contact Us

TA4SI@jsi.com

Hannabah_Blue@JSI.com

Arman_Lorz@JSI.com



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