

# 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



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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?*





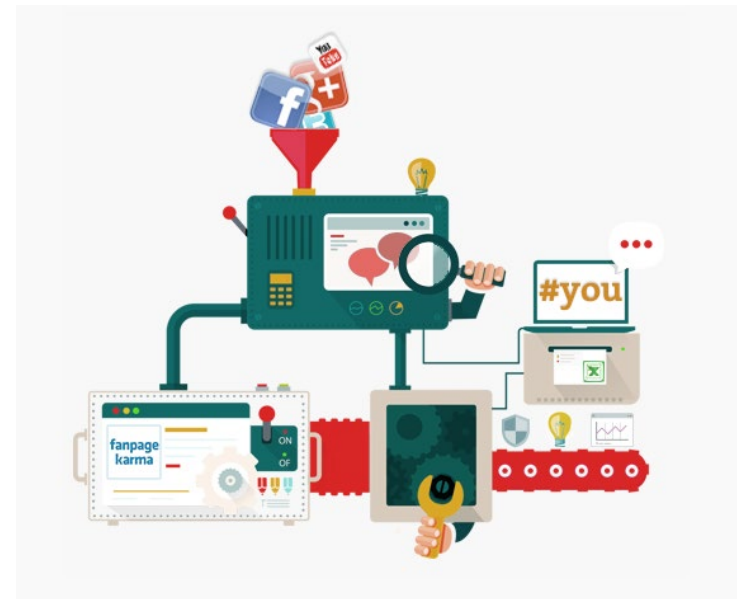
Social media tools  
can **inform** and  
**contribute** to  
program planning,  
program  
improvement and  
funding

# 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.



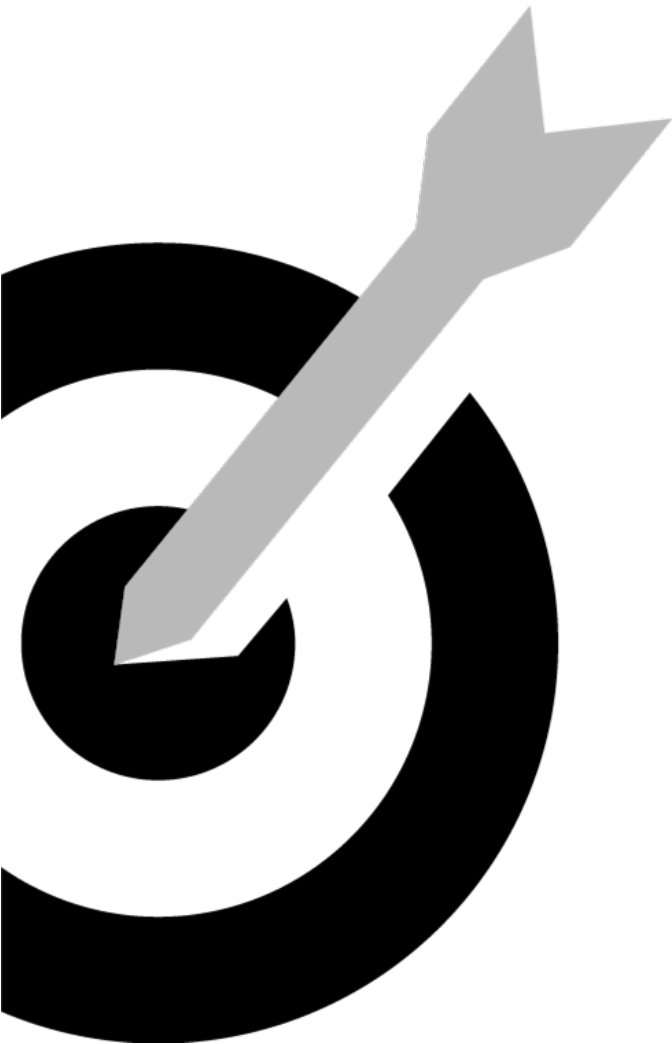
# What is the Difference?

**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?

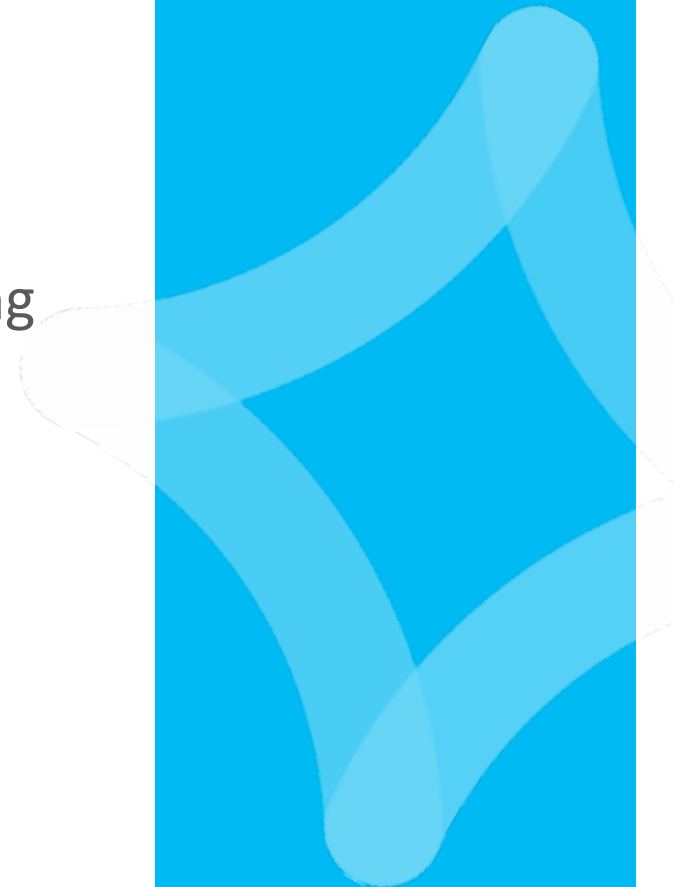




## STEP 2

**Decide what you are measuring.**

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



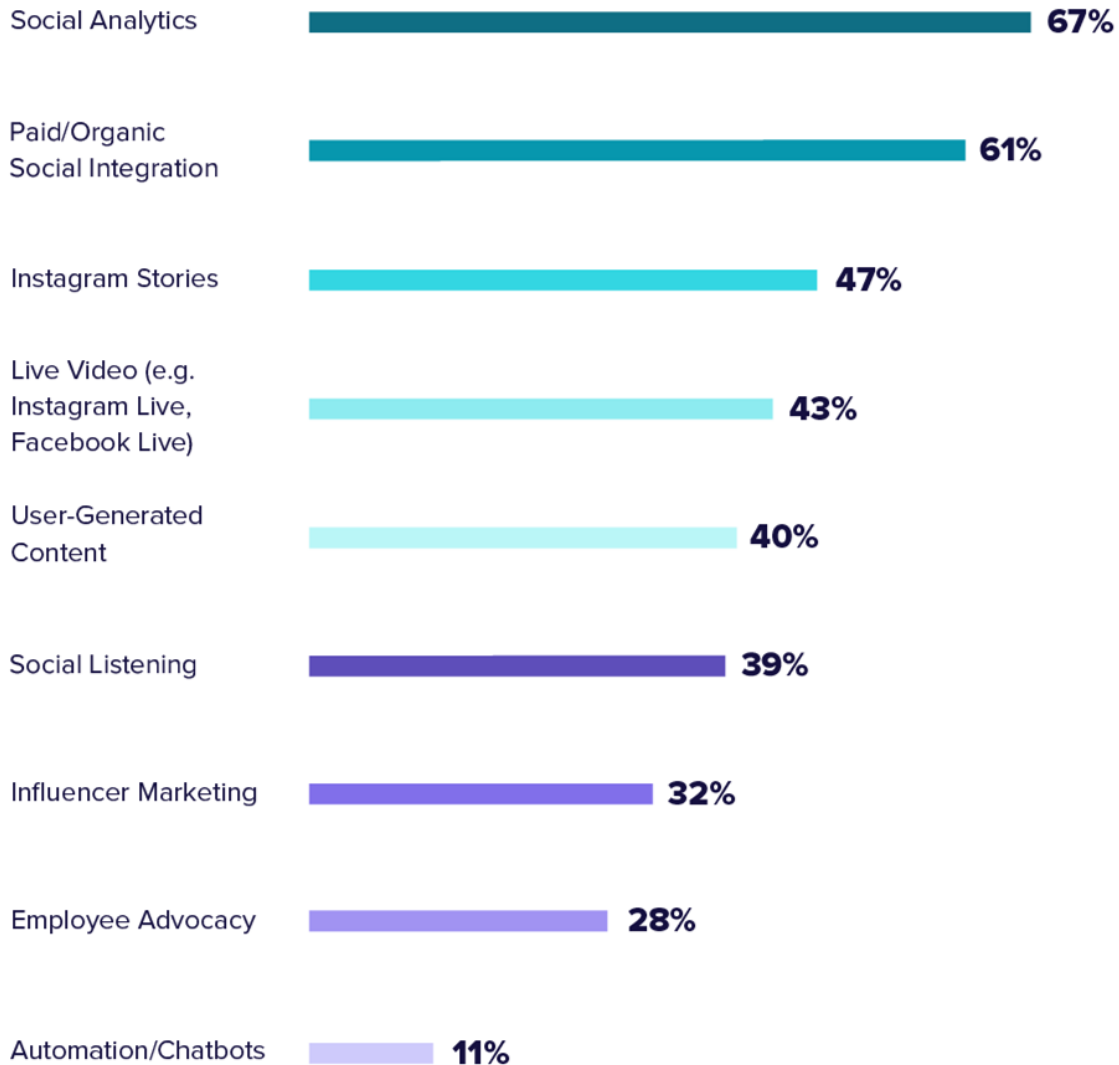


# Basics of Social Media Measurement

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- **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

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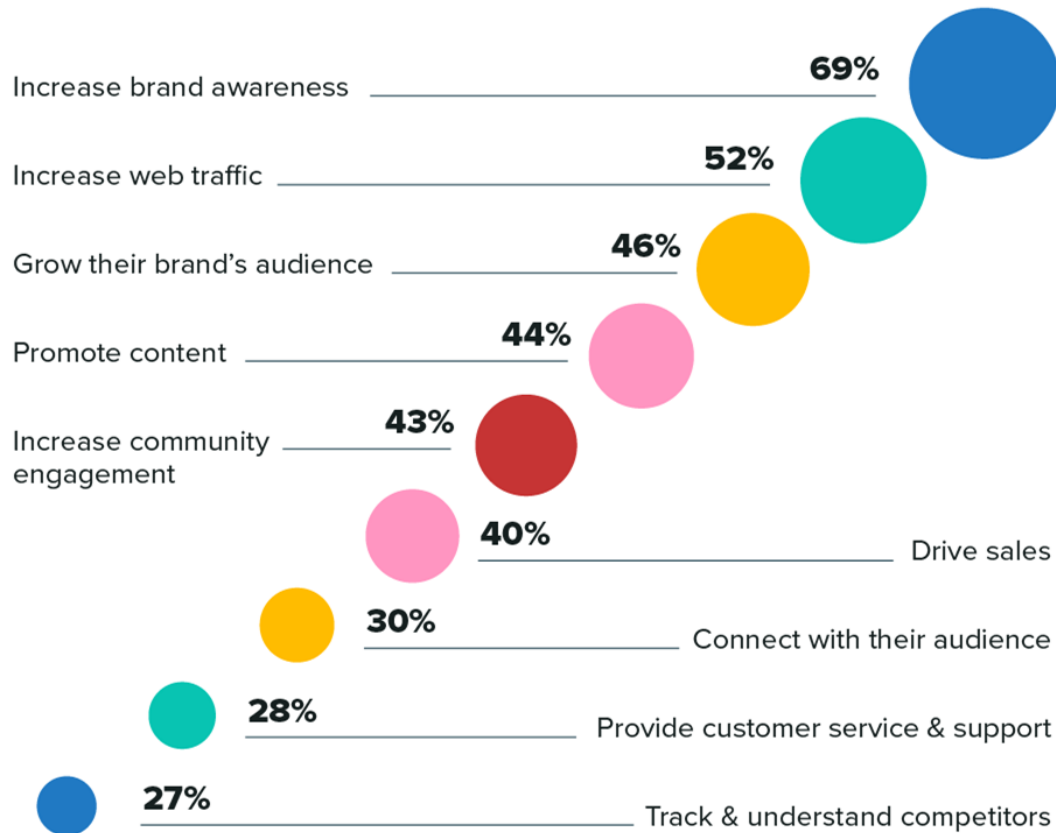
*What does*

**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

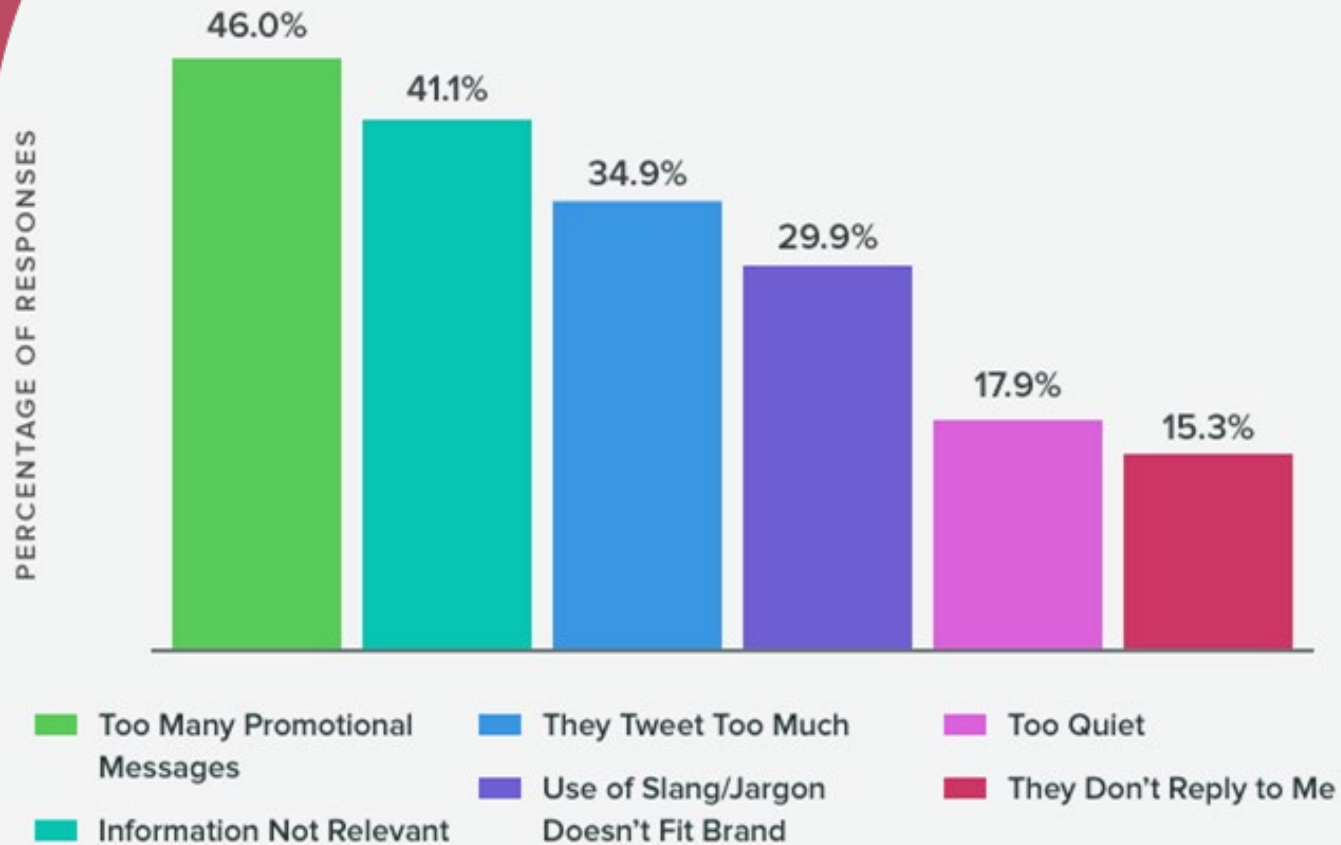


# Measure What Matters

- 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.



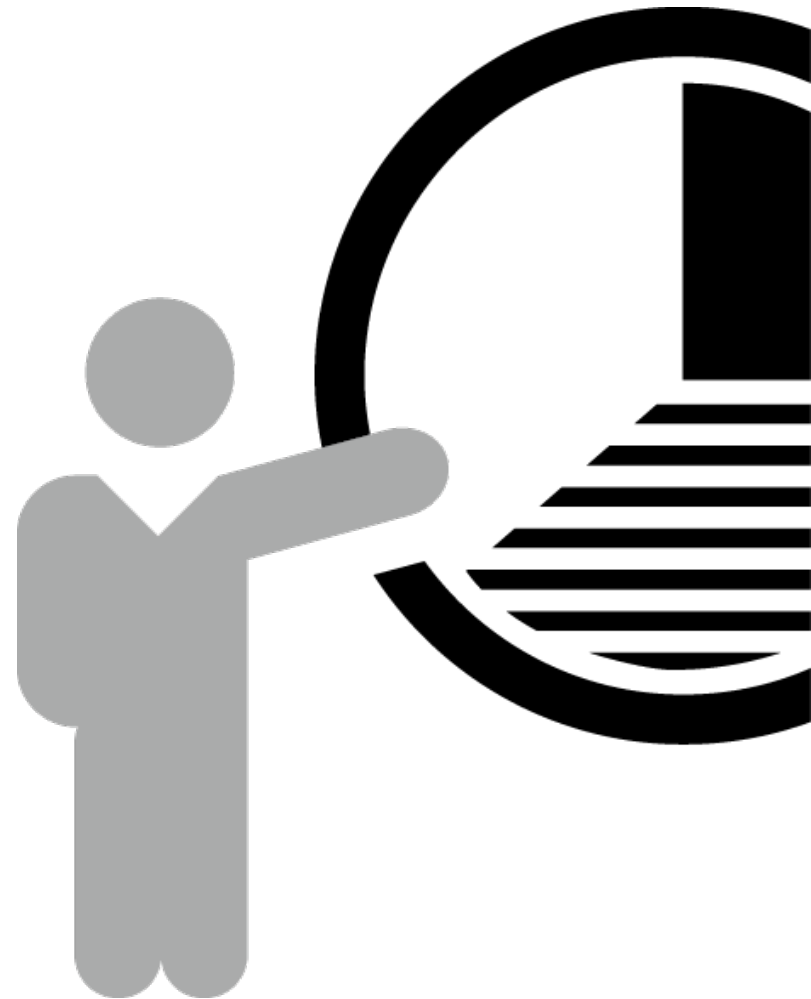
The person conducting these activities must be able to understand how the **efforts will help achieve the goal** of your program or agency.

***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?

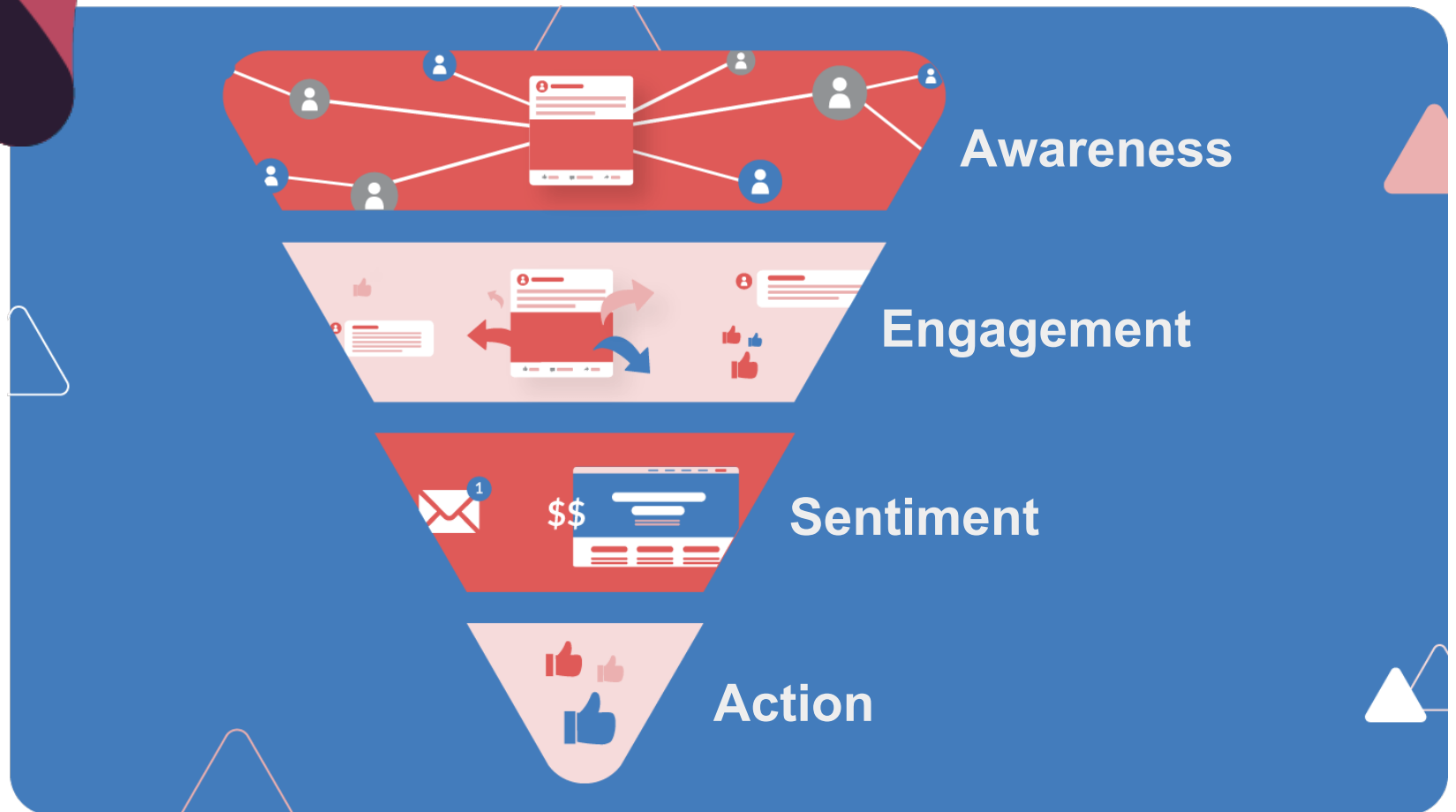




## Participant Input:

*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

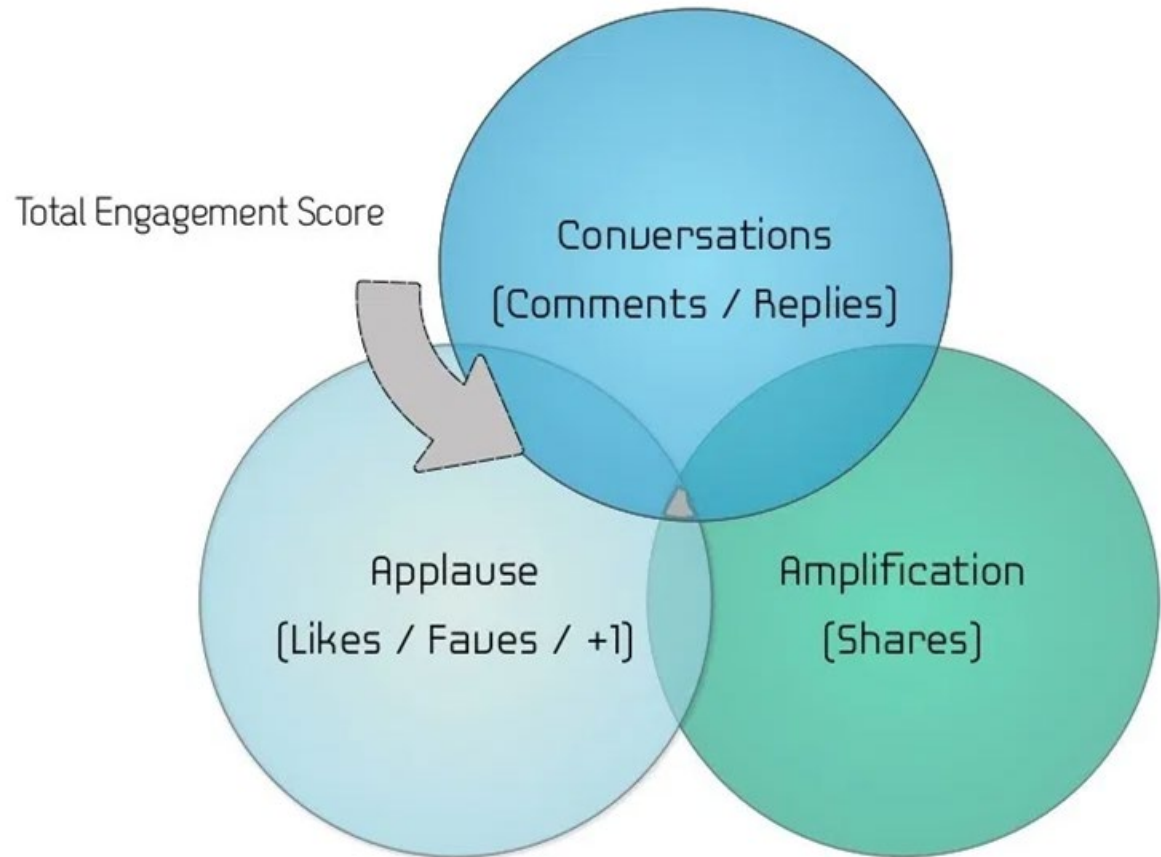
**3 Month Overview | Instagram Organic**

Reach: 4,883

Impressions: 235,100



# Engagement



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

# Engagements on Twitter

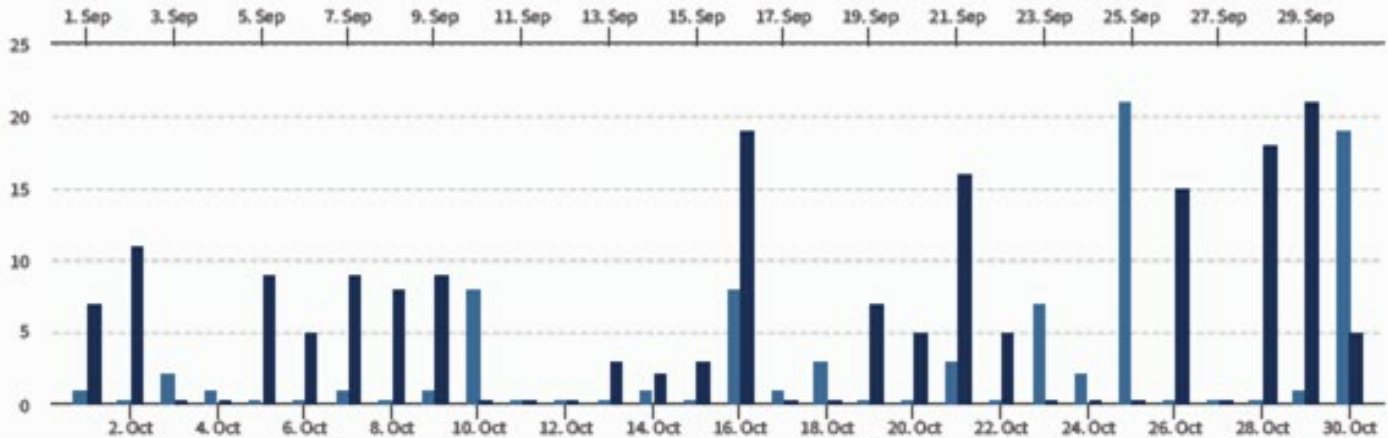
## Engagement by Type

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

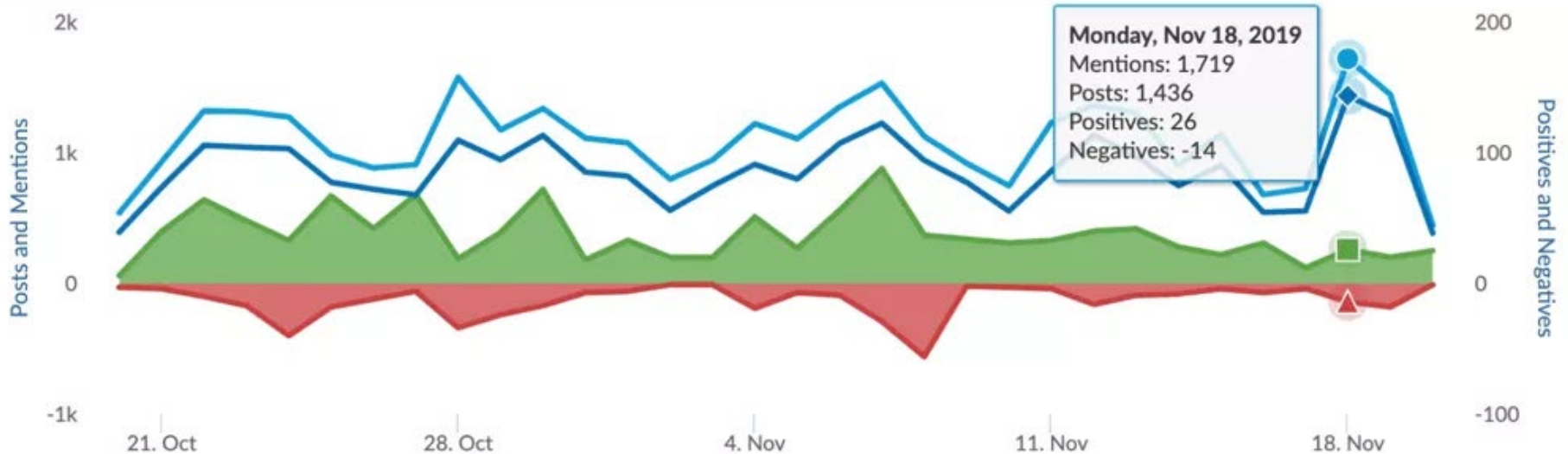
United States Trends · Change

- #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 coinfecting 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

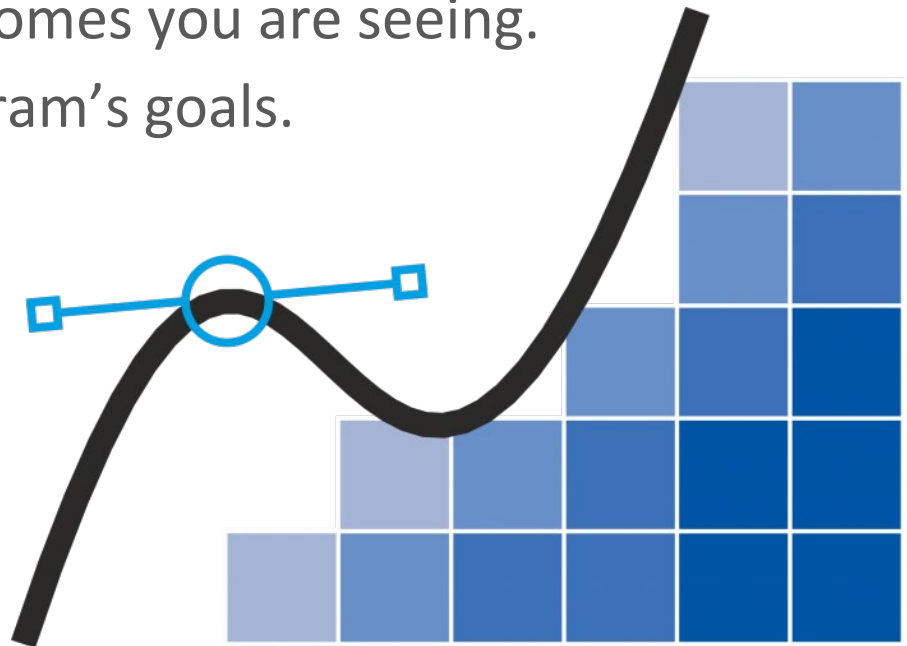
*How do your social media objectives fit into your overall **communication plan**? Evaluation plan?*

*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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**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!



A decorative 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.

**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**

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