



MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

Monitoring and Evaluation
Day 11: Campaigns Canvas
11 + 12



Camera on, mic off



Notebook and pen



Google account



Smartphone

WHAT YOU NEED

AGENDA

MONITORING AND EVALUATION (M&E) MEDIA CAMPAIGNS

What is 'Monitoring and Evaluation'?

Why is important?

**What are the main challenges in
monitoring and evaluating advocacy?**

**Design a successful M&E framework
for your campaign**

AGENDA

MONITORING AND EVALUATION (M&E) MEDIA CAMPAIGNS

What is 'Monitoring and Evaluation'?

Why is important?

What are the main challenges?





**Design a successful M&E framework
for your campaign**

Let's talk...



MYTHS
and
FACTS

Monitoring and evaluation (M&E)

- M&E needs to be complicated! 
- M&E is just another box to check! 
- M&E is for M&E staff only! 
- M&E indicators are for highly technical M&E people 

Monitoring and / vs evaluation

	Monitoring	Evaluation
Why?	<ul style="list-style-type: none">✓ Check progress,✓ Inform decisions and remedial action,✓ Update project plans,✓ Support accountability	<ul style="list-style-type: none">✓ Assess progress and worth,✓ Identify lessons and recommendations for longer-term planning and✓ Organizational learning;✓ Provide accountability
When?	Ongoing during project / program	Periodic and after project / program
Who?	Internal, involving project/ program implementers	Can be internal or external to organization
Link to logical hierarchy	Focus on inputs, activities, outputs and shorter-term outcomes	Focus on outcomes and overall goal

TRADITIONAL MARKETING CHANNELS

Direct Marketing

Outdoor / Print

Broadcast

Referral

TRADITIONAL MEDIA VERSUS DIGITAL MEDIA



Features

Traditional

Digital

The way media is consumed by an audience	Mass Audience	Individual Audience
The level of investment committed to the medium consumed by an audience	Passive Audience	Active Audience
The development of a message to a broader or niche audience	Many	One-to-one
The strategy of acquiring audience attention via push or pull content tactics	Outbound	Inbound

CHARACTERISTICS OF TRADITIONAL AND DIGITAL MARKETING

Mass or Individual Media

Passive or Active Audience

One-to-one or One-to-many

Outbound or Inbound

But... Before you start your campaign



QUICK TIP!

Before you start your campaign make sure you define all the important details

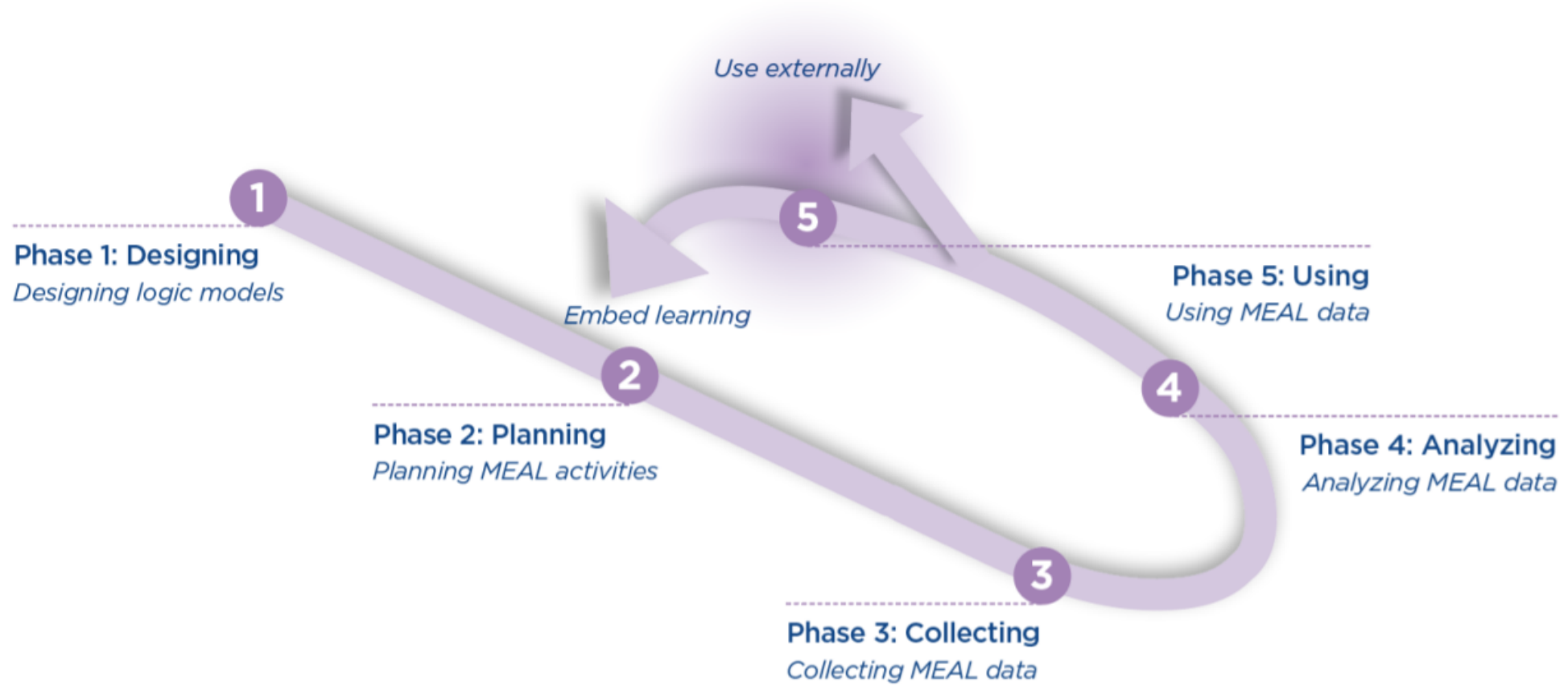


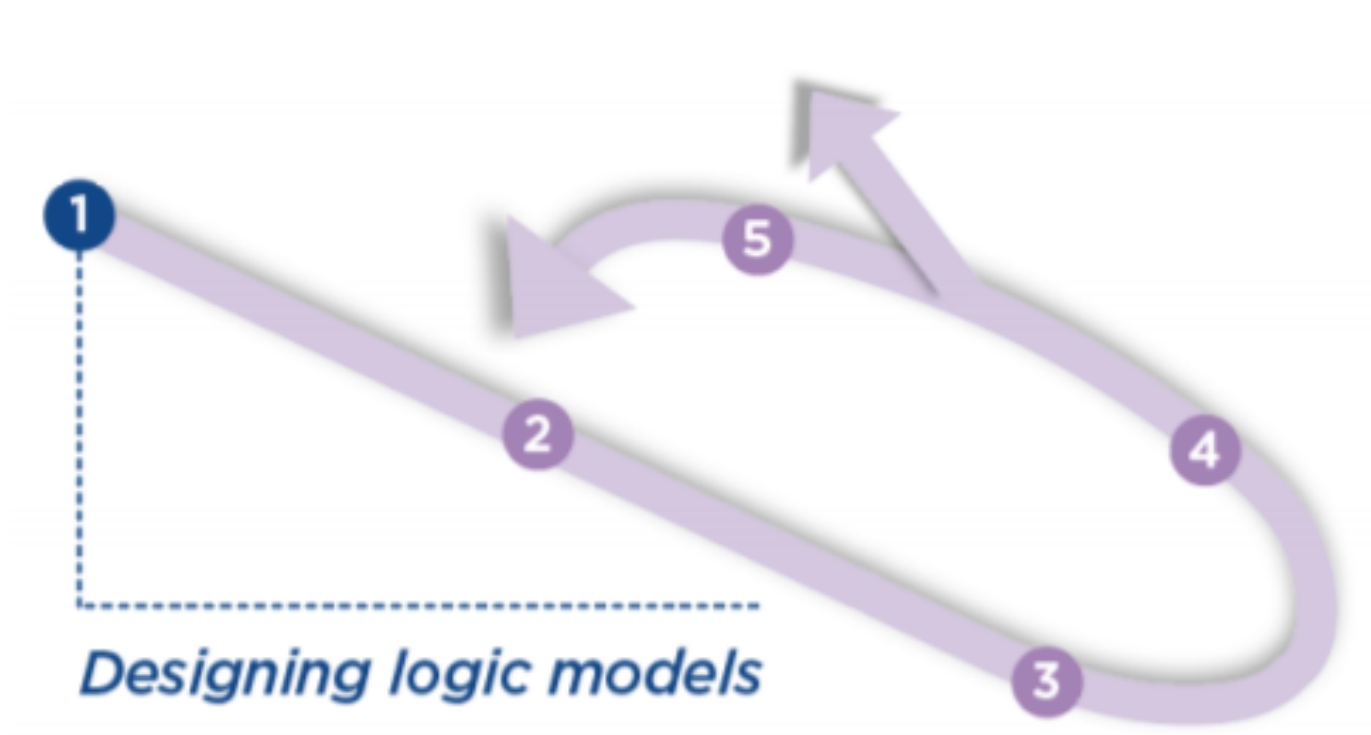
QUICK TIP!

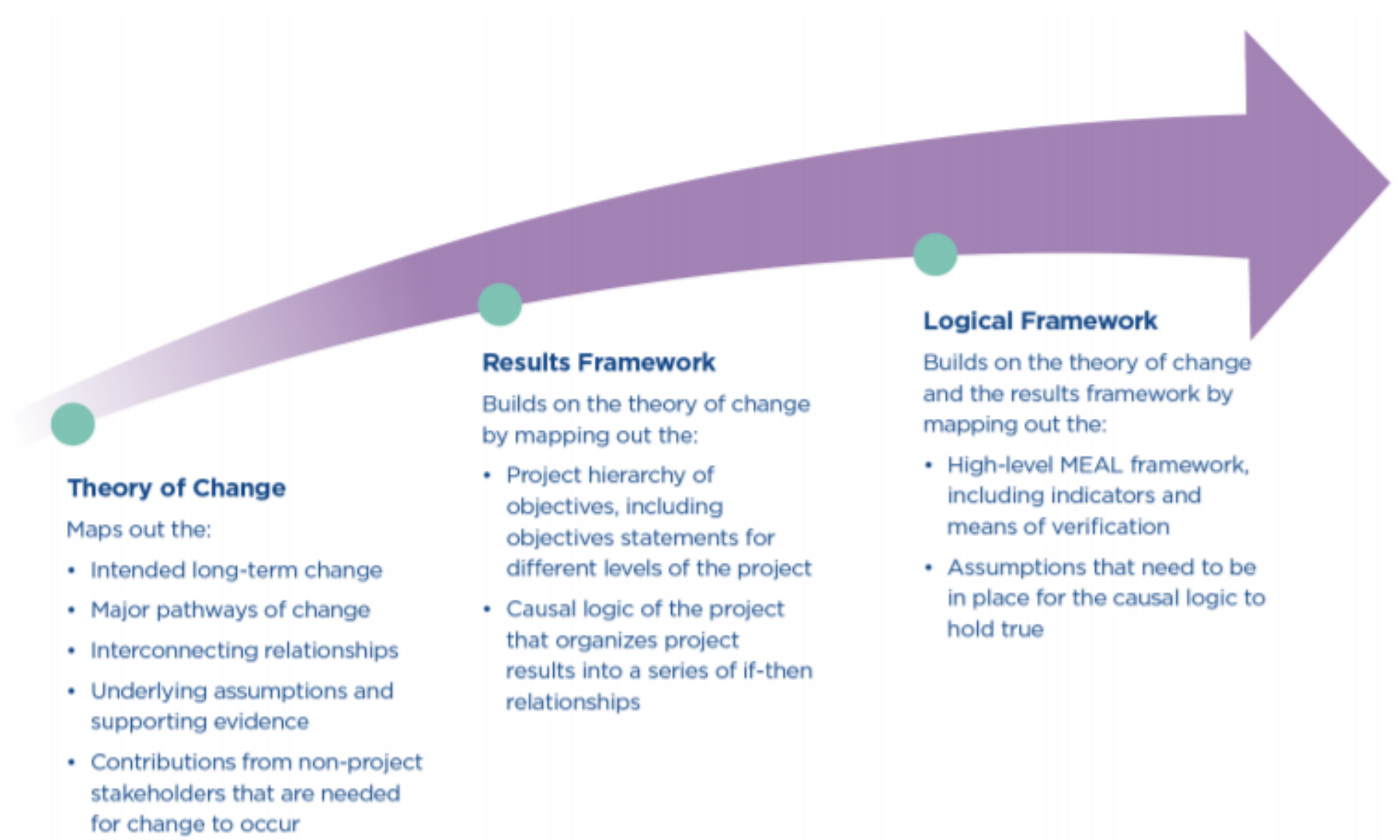
Online & offline campaigns
Online & offline M&E tools
A plan!

Important details to consider

PHASES OF THE M&E / PMEL plan







Theory of Change

Maps out the:

- Intended long-term change
- Major pathways of change
- Interconnecting relationships
- Underlying assumptions and supporting evidence
- Contributions from non-project stakeholders that are needed for change to occur

Results Framework

Builds on the theory of change by mapping out the:

- Project hierarchy of objectives, including objectives statements for different levels of the project
- Causal logic of the project that organizes project results into a series of if-then relationships

Logical Framework

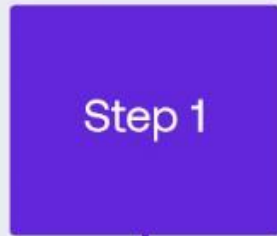
Builds on the theory of change and the results framework by mapping out the:

- High-level MEAL framework, including indicators and means of verification
- Assumptions that need to be in place for the causal logic to hold true

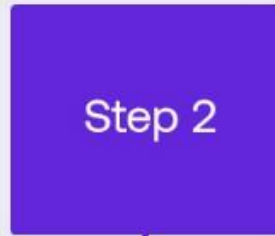


SPECIFIC OBJECTIVE

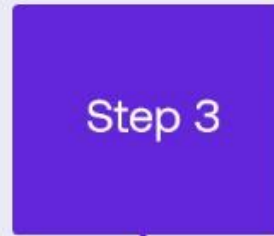
A well-defined and clear goal stating exactly what you aim to achieve



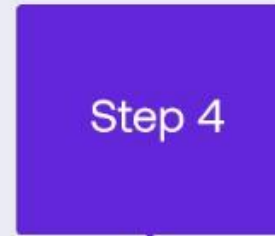
Think simple,
sensible and
significant



What?
Why?
Who?
Where?



Clear and specific
goal summary



Describe an action
that involves the
customer



Unique
objective

MEASURABLE OBJECTIVE

An obtainable goal that can be quantifiably described

Metrics

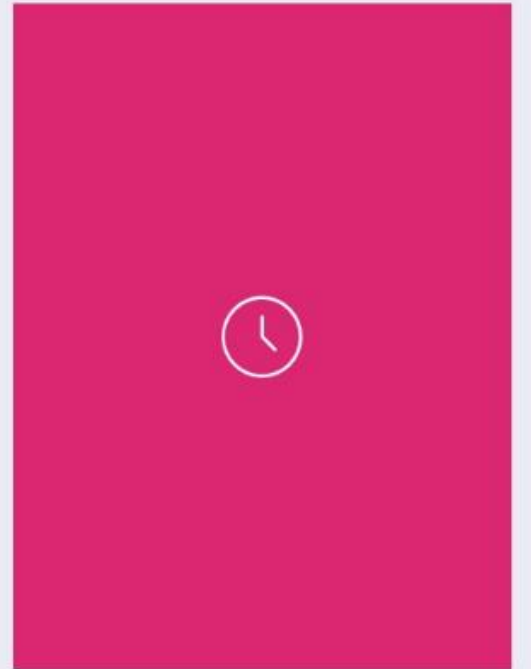
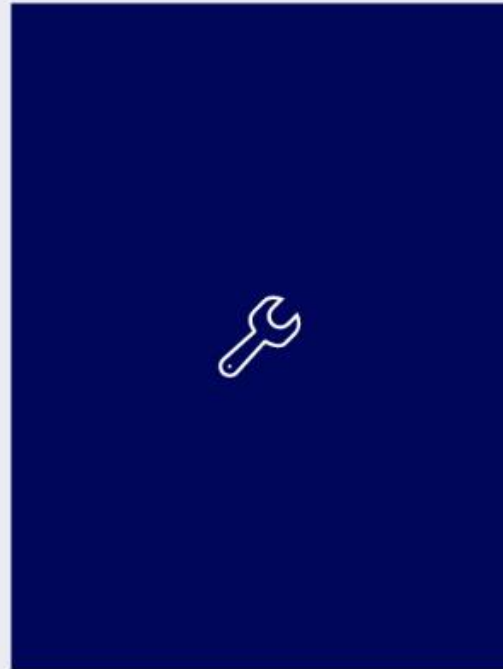
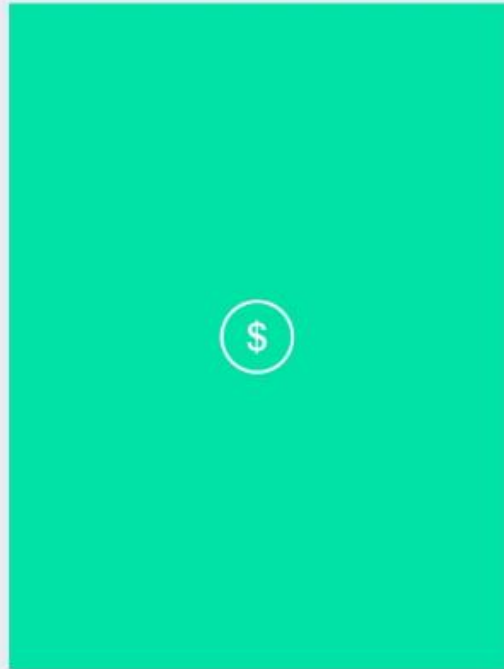
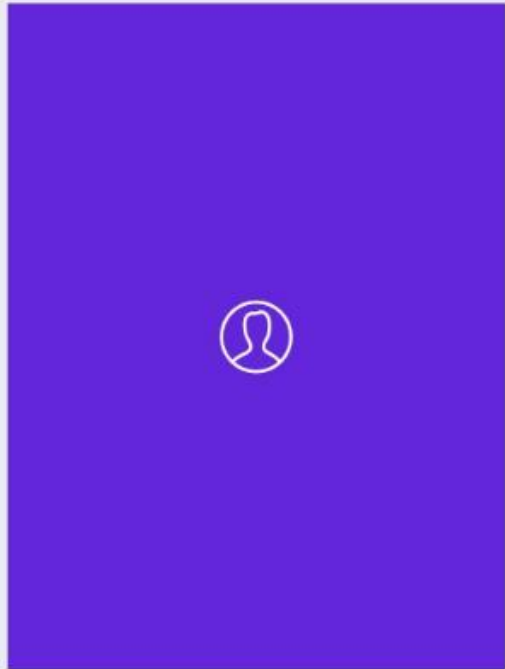
Milestones

Results

Budget

ACHIEVABLE OBJECTIVE

An objective that is achievable with the suitable skills, resources, and constraints to achieve it



RELEVANT OBJECTIVE

An objective that is an added value within the context it is set, aligned with strategies and higher goals



Need

Does this seem worthwhile?



Objectives

Does this fit into our other efforts?



Values

Are we the right team?

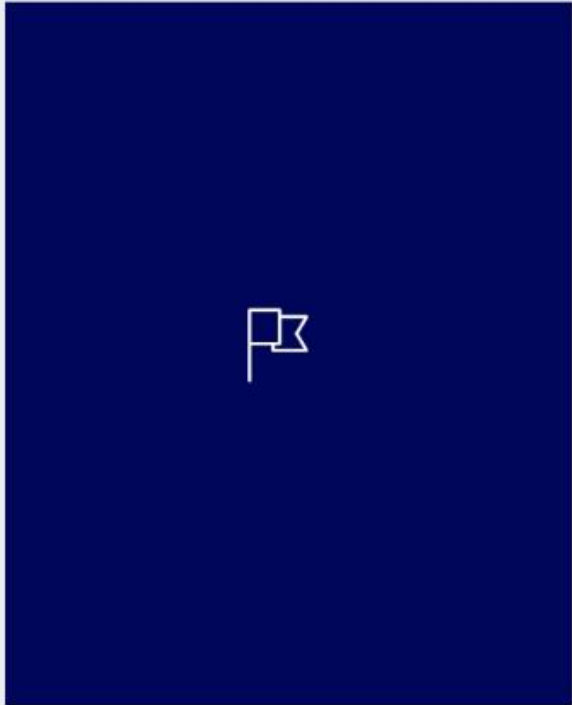
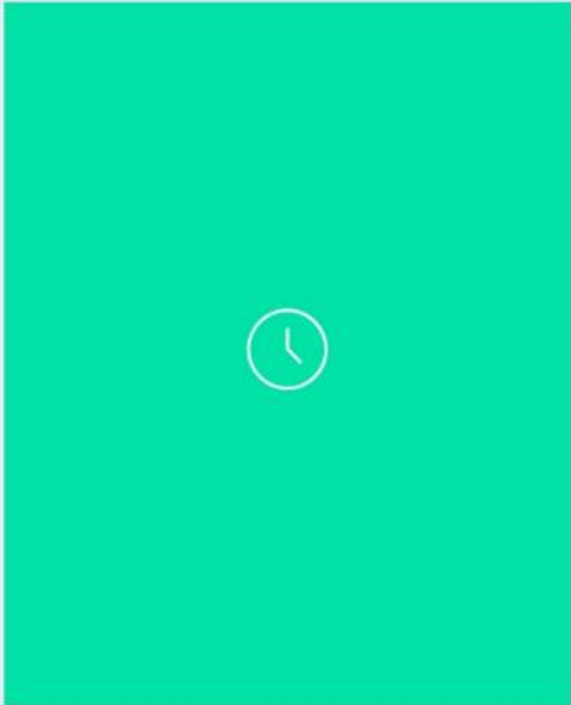


Goals

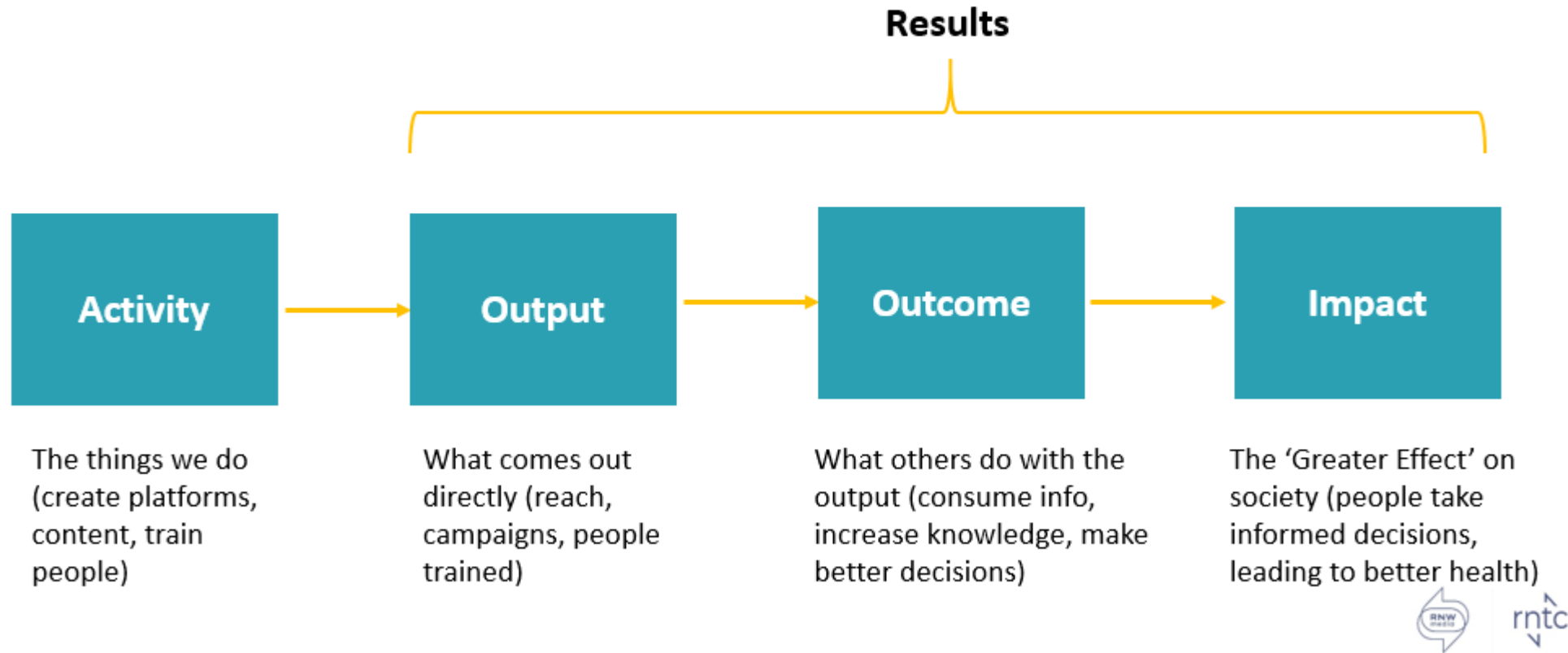
Is this applicable in the current socio-economic environment?

TIME-BOUND OBJECTIVE

An objective that can be achieved within a set timeframe



How does this relate to M&E



Let's talk examples...

Crow and the Pitcher



Let's talk examples...

1. In this story, what is the crow's objective?
2. What is the activity?
3. What are the inputs?
4. What are the outputs?
5. What are the outcomes?
6. And what would "indicate" the number of pebbles dropped?
7. What would "indicate" the water rising?
8. What would "indicate" that he was satisfied?

rntc
↙
↘

1. To eliminate his thirst
2. Dropping pebbles
3. Pebbles, crow, pitcher
4. Number of pebbles dropped
5. Short: water level rose; medium: crow able to drink; Long: crow satisfied
6. The actual number of pebbles – he would simply count them.
7. He would watch the level of water inside pitcher.
8. His level of thirst.

How does that look like in a framework: M&E Plan

OBJECTIVES STATEMENTS	INDICATORS	DATA COLLECTION				MEANS OF ANALYSIS		USE OF INFORMATION
		METHOD	FREQUENCY	PERSON RESPONSIBLE	RESPONDENTS	TYPE OF ANALYSIS	COMPARISON GROUPS	
STRATEGIC OBJECTIVE 1								
STRATEGIC OBJECTIVE 2								
INTERMEDIATE RESULT 1.1								
INTERMEDIATE RESULT 2.1								
OUTPUT 1.1.1								
OUTPUT 1.1.2								
KEY ASSUMPTIONS								
ASSUMPTION 1								
ASSUMPTION 2								

Indicators and Targets

Outcome

Young people have more knowledge of their sexual health

Outcome indicator

% of users reporting more knowledge of SRHR

Target 2021

65% of the target group report more knowledge of SRHR

Outcome

Young people access SRHR information via the campaign

Outcome indicator

of campaign videos/ visuals views

Target 2021

2000 social media views on SRHR campaign content

Output

Social Media Campaigns are accessible to young people

Output indicator

of people reached by campaigns

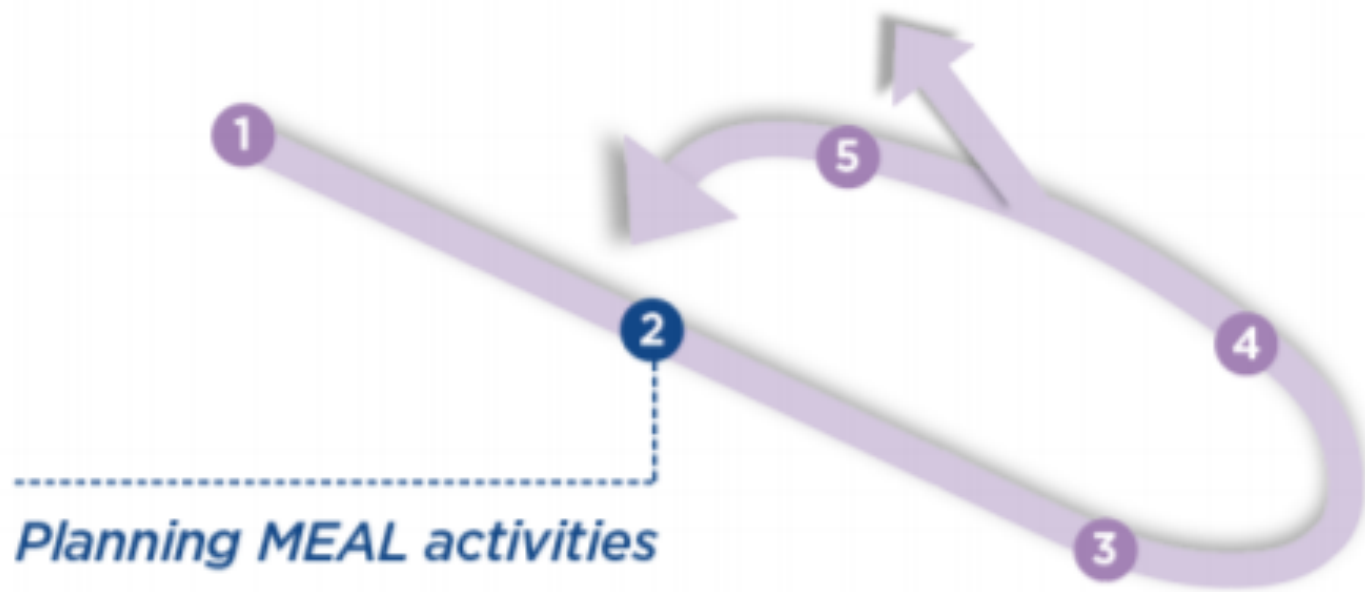
Target 2021

10.000 young people reached

Activity

Create Social Media campaigns





Planning tool	Content
Performance management plan (or a monitoring and evaluation plan)	Builds on the Logframe, providing additional information on indicator definitions, data collection plans, means of analysis, and data use.
Indicator Performance Tracking Table	Helps teams track progress toward a project's indicator targets in an easy-to-read table format.
Feedback-and-response mechanism flowchart	Maps the flow of feedback from stakeholders and identifies how the project will respond to the feedback it receives.
Learning plan	Ensures learning activities are intentionally planned and managed throughout the life of the project.
Planning tools for MEAL communications	Identifies stakeholder information needs and helps ensure that MEAL communications are systematically planned and managed throughout the life of the project .
Summary evaluation table	Describes planned evaluations, including priority questions, timing and budget.
Evaluation terms of reference	Plans the specifics of an evaluation, including concise evaluation questions, proposed methods, and roles and responsibilities.



COFFEE BREAK
15 mins



What is monitoring?



We should not think of evaluating campaign without proper monitoring

Monitoring is:

the continuous and systematic collection and analysis of data about campaign progress and changes in the campaign context.



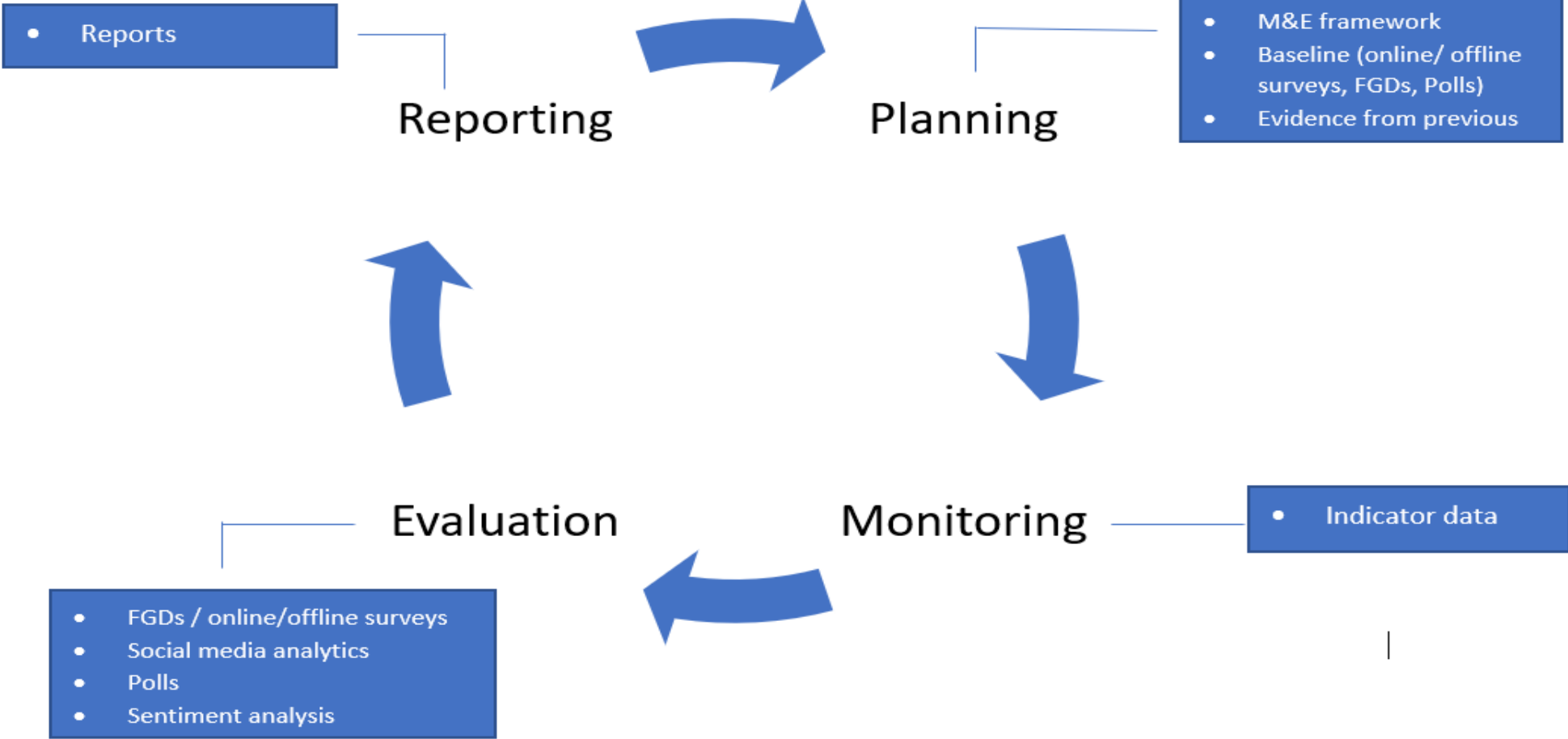
The value of monitoring

The value of monitoring goes far beyond just recording our activities to complete reports.

If we manage our processes and information well, then this crucial part of our campaign project cycles allows us to develop a culture of continuous improvement.

This means that we use data and observation to drive decision making and planning, that we are responsive to the views of the individuals and communities that we work with, and that we learn lessons from our work which inform further campaign development.

When and how to Monitor your campaign/s



Types of monitoring

**1. Process Monitoring
(Real Time
Monitoring)**

2. Progress Tracking

**3. Performance
Monitoring**



Process Monitoring

Process Monitoring (Real Time Monitoring)

1. Informs management and a donor about the actual implementation of campaign activities
2. Let the campaign staff know how well they implement the campaign and what improvement they can bring to the work they are doing

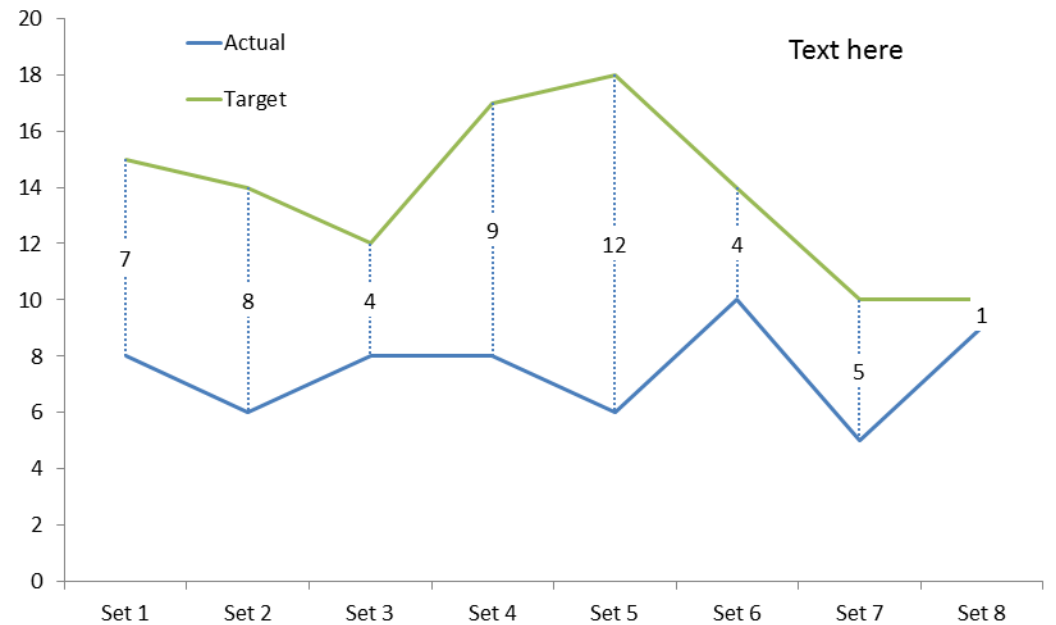


Progress tracking

Progress Tracking

1. To see whether the campaign is on-track or off-track
2. To assess whether time-critical activities are taking place as per the calendar or not.

Difference between Target and Actual



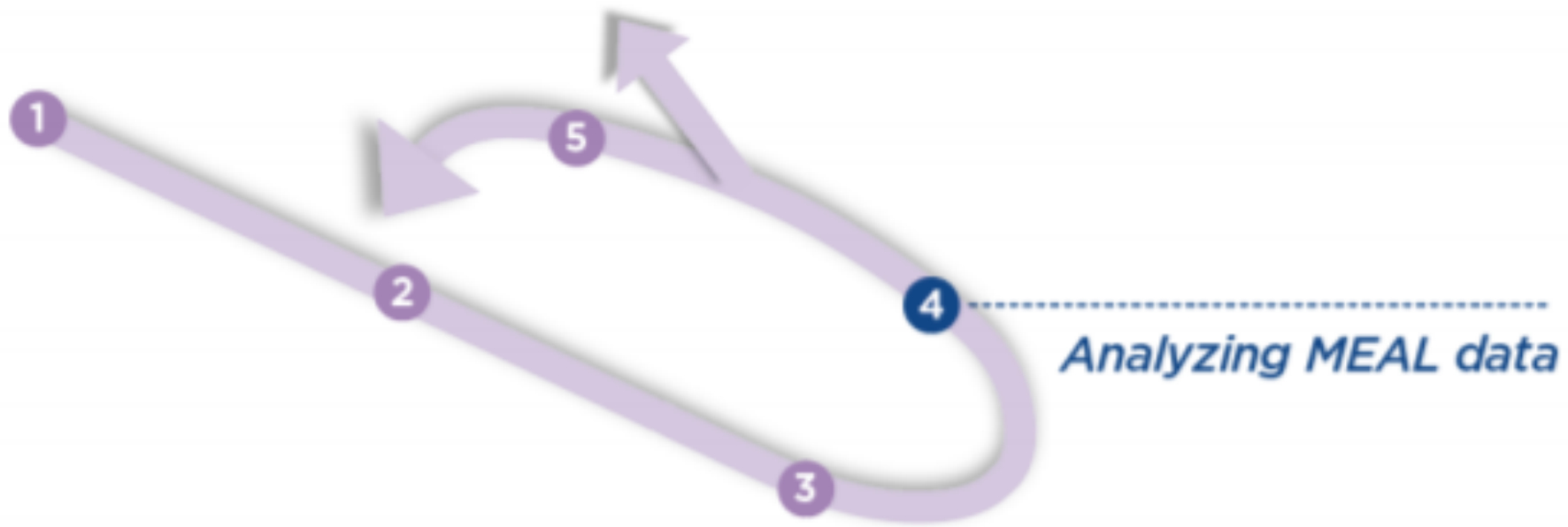
Performance Monitoring

1. Performance Monitoring

(sometimes referred to as mid-line evaluations, or end-line studies)

- Baselines/KAP/Needs studies are conducted through systematic process and methodologies
- Periodic assessments are conducted using the same methodology and tools of the baseline to track performance indicators





Monitoring tools

ANALYZING AND REPORTING USING SOCIAL MEDIA TOOLS

Benefits of analyzing and reporting

Identify valuable metrics

Key metrics like click-through rate, engagement rate, and conversion rate are actionable and make the efficacy of a social media campaign more tangible.

Avoid relying on vanity metrics

Vanity metrics are social engagements such as likes, comments, and shares. They don't have any meaning unless tied to a larger business marketing objective.

Tracking and conversion pixels






Allows you to further analyse customer behaviour from social media channels to your website.

ANALYZING AND REPORTING USING SOCIAL MEDIA TOOLS

Tools

- 1 Google Analytics measures website traffic and performance.
- 2 TweetReach measures performance on Twitter.
- 3 Simply Measured is a comprehensive social media measurement tool that has both free and paid tools for analyzing all platforms.
- 4 Sprinklr, Hootsuite, and Buffer are community management social advertising and post scheduling tools that also offer analytics.

FREE MEDIA MONITORING TOOLS

TOOL #1	TOOL #2	TOOL #3	TOOL #4	TOOL #5
 www.google.com/alerts	 www.talkwalker.com/alerts	 www.hootsuite.com	 https://tweetdeck.twitter.com/	 www.socialmention.com





Social Media Monitoring BEST TOOLS



Digital campaign metrics

Traffic/Sessions

Total number of times people visited your website.

Traffic by Source

Where your visitors are coming from, to your website.

New vs. Returning Visitors

First time visitors to your website, or they came back.

Average Session Duration

How much time people are spending on your website.

Pageviews

The total number of pages viewed on your website.

Most Visited Pages

The pages that were viewed the most on your website.

Exit Rate

Where a user left after they viewed content on your website.

Bounce Rate

% of people leaving your website after viewing one page.

Conversion Rate

% of people who take a desired action on your website.

Impressions

Number of views your content is seen by people on social media.

Social Reach

Number of people who saw your social media content once.

Social Engagement

Total number of interactions made on a social media post.

Opt-in Rate

% of people who subscribe to your email list.

Open Rate

% of people who open your email campaign.

Click-through Rate

% of people who clicked on a link in your email campaign.

Cost Per Click

Amount paid for each individual click a user performs on an ad.

Cost Per Conversion

How much it costs to convert a website visitor into a sale.

Cost Per Acquisition



How much it costs to acquire one customer.

Overall ROI

Your investment divided by what you earned.

Other indicators for digital campaign

- Media publications
- News/ PR Value
- Hashtag shares
- Campaign partners engaged
- Online petition signed
- Online donation registered
- Actions pledged
- Crowdfunding collected
- Followers increased
- Engagement rate
- Book/ publication downloads
- Video views
- Contest/ question submissions (Hotline)
- Etc

<p>Basis for Comparison</p> <p>Definition</p>	 <p>Qualitative Data</p> <p>Qualitative data is information that can't be expressed as a number</p>	 <p>Quantitative Data</p> <p>Quantitative data is data that can be expressed as a number or can be quantified</p>
<p>Can data be counted?</p>	<p>NO</p>	<p>YES</p>
<p>Data type</p>	<p>Words, objects, pictures, observations, and symbols</p>	<p>Number and statistics</p>

WE SWITCHED OFF FOR EARTH HOUR

THE PANDA MADE US DO IT

Elizabeth Brown & Betty
Senior Account Manager



I SIGNED UP TO SWIM WWF'S BLUE MILE

THE PANDA MADE ME DO IT

Gareth Brierley
Writer, London



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01 THE PANDA MADE ME DO IT*

WHAT WILL YOU DO?

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06 PHILOSOPHY

At the core of our campaign is a philosophy that gives every piece of material a shared feel and character. **The philosophy is made up of five equally important key points.**

Please keep these points in mind whenever you create anything for The Panda Made Me Do It®.

CELEBRATE AND SHARE ACTIONS

The Panda Made Me Do It® is an extension of the people who led by WWF for over 50 years – the natural world. Our employees who've turned supporting WWF into a full-time job. Our ambassadors and employees who give their time to help the world change for the better.

They're all ambassadors in each other and we need everybody else to know what they do.

07 PHILOSOPHY POINT 1

CELEBRATE AND SHARE ACTIONS

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22 THE MECHANICS SIMPLIFYING INTERACTION

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25 TYPOGRAPHIC LOCK-UP

WE HAVE A LOCK-UP, NOT A LOGO

THE PANDA MADE ME DO IT®

THE PANDA MADE ME DO IT®

THE PANDA MADE ME DO IT®

47 TONE OF VOICE

SO, WHAT ARE PEOPLE DOING IN THE NAME OF THE PANDA?

43 TONE OF VOICE PRINCIPLES

1. **Use a consistent tone of voice.** The Panda Made Me Do It® is an extension of the people who led by WWF for over 50 years – the natural world. Our employees who've turned supporting WWF into a full-time job. Our ambassadors and employees who give their time to help the world change for the better.

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44 TONE OF VOICE EXAMPLE 1A

~~I SET UP A CAMERA TRAP IN NEPAL TO HELP PROTECT WILD TIGERS~~

45 TONE OF VOICE EXAMPLE 1B

I'M FIGHTING TO SAVE THE TIGER FROM THE BRINK OF EXTINCTION

54 PANDA PUNCTUATION RULES AND IMPLEMENTATION

55 PANDA PUNCTUATION EXAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

50 PANDA PUNCTUATION

PUNCTUATE WITH THE PANDA BUT KNOW WHEN TO STOP.

51 PANDA PUNCTUATION EXAMPLE

I PLANTED A TREE IN MY SCHOOL GROUNDS

56 TYPOGRAPHY

THE PANDA MADE A QUICK BROWN FOX JUMP OVER THE LAZY DOG

60 TYPOGRAPHY HEADLINE LENGTH

WE LIKE TO TRY AND LIMIT THE NUMBER OF WORDS IN A HEADLINE TO ABOUT FIFTEEN.

61 TYPOGRAPHY HEADLINE COLOUR

I SOURCE FISH ONLY FROM SUSTAINABLE STOCKS

WE PLANTED A TREE IN OUR SCHOOL GROUNDS

I'M DOING SOMETHING IN THE DARK FOR EARTH HOUR

I SWAM WWF'S BLUE MILE

68 THANK YOU TAB

WE ALWAYS REMEMBER TO SAY THANK YOU

69 THANK YOU TAB COLOUR

THANK YOU FOR YOUR SUPPORT

76 COLOUR

COLOURFUL PEOPLE, COLOURFUL STORIES

77 COLOUR

WE DID IT IN THE DARK FOR WWF'S EARTH HOUR

THE PANDA MADE US DO IT

Senior Account Manager @ ppg

80 PHOTOGRAPHY

CELEBRATE THE PEOPLE WHO DO IT

81 PHOTOGRAPHY

86 UK CAMPAIGN

THIS IS WHAT THE PANDA'S MADE US DO - SO FAR

87 UK CAMPAIGN ONLINE PLUS



RESPONS TANGGAP BENCANA PANDEMIK COVID-19

JUMAT, 24 APRIL 2020

YAYASAN PLAN
INTERNATIONAL
INDONESIA

Affiliated with:



39°C

COVID-19 telah menyebar di berbagai negara, termasuk 34 provinsi di Indonesia. Anak-anak pun turut merasakan dampaknya.



9.511

ORANG POSITIF

7.484

ORANG DALAM PERAWATAN

1.254

ORANG SEMBUH

773

ORANG MENINGGAL

www.covid19.go.id. Gugus Tugas Nasional COVID-19 per 28 April 2020

DAMPAK PADA ANAK

Yayasan Plan International Indonesia (Plan Indonesia) memetakan dampak COVID-19 pada anak-anak dan kelompok muda di provinsi Nusa Tenggara Timur dan Nusa Tenggara Barat. Identifikasi dampak COVID-19 terhadap anak-anak selama Pembatasan Sosial Berskala Besar (PSBB) antara lain:



Akses air, sanitasi, dan kebersihan anak di daerah terpencil terbatas



Hak belajar tidak terpenuhi secara maksimal



Minim jaringan listrik dan internet di desa-desa



Akses logistik menuju desa sulit dijangkau



RESPONS PLAN INDONESIA

Partisipasi Plan Indonesia dalam respon tanggap darurat bencana COVID-19 berfokus pada:

- 1 Pengadaan air bersih, paket kebersihan, dan sanitasi;
- 2 Keberlanjutan pendidikan untuk semua anak; dan
- 3 Perlindungan anak.

Kegiatan Plan Indonesia dikoordinasikan dengan dan dilaporkan kepada Pemerintah Daerah, Kementerian Sosial, dan Kementerian Pendidikan

DISTRIBUSI BANTUAN & MANFAAT

per 23 April 2020

28.007 paket kebersihan pribadi

24.537 poster berisi informasi mengenai COVID-19

Promosi cuci tangan pakai sabun di 137 desa

Edukasi COVID-19 ramah anak di media cetak (40 publikasi) dan online

Pengembangan media belajar alternatif bagi anak-anak yang tidak memiliki akses internet (dalam proses)



TOTAL PENERIMA MANFAAT

32,486

PENERIMA MANFAAT

15,917

KELUARGA



4.215

ORANG DEWASA



1.545

ANAK PEREMPUAN

1.637

ANAK LAKI-LAKI

2.958

PEREMPUAN

2.918

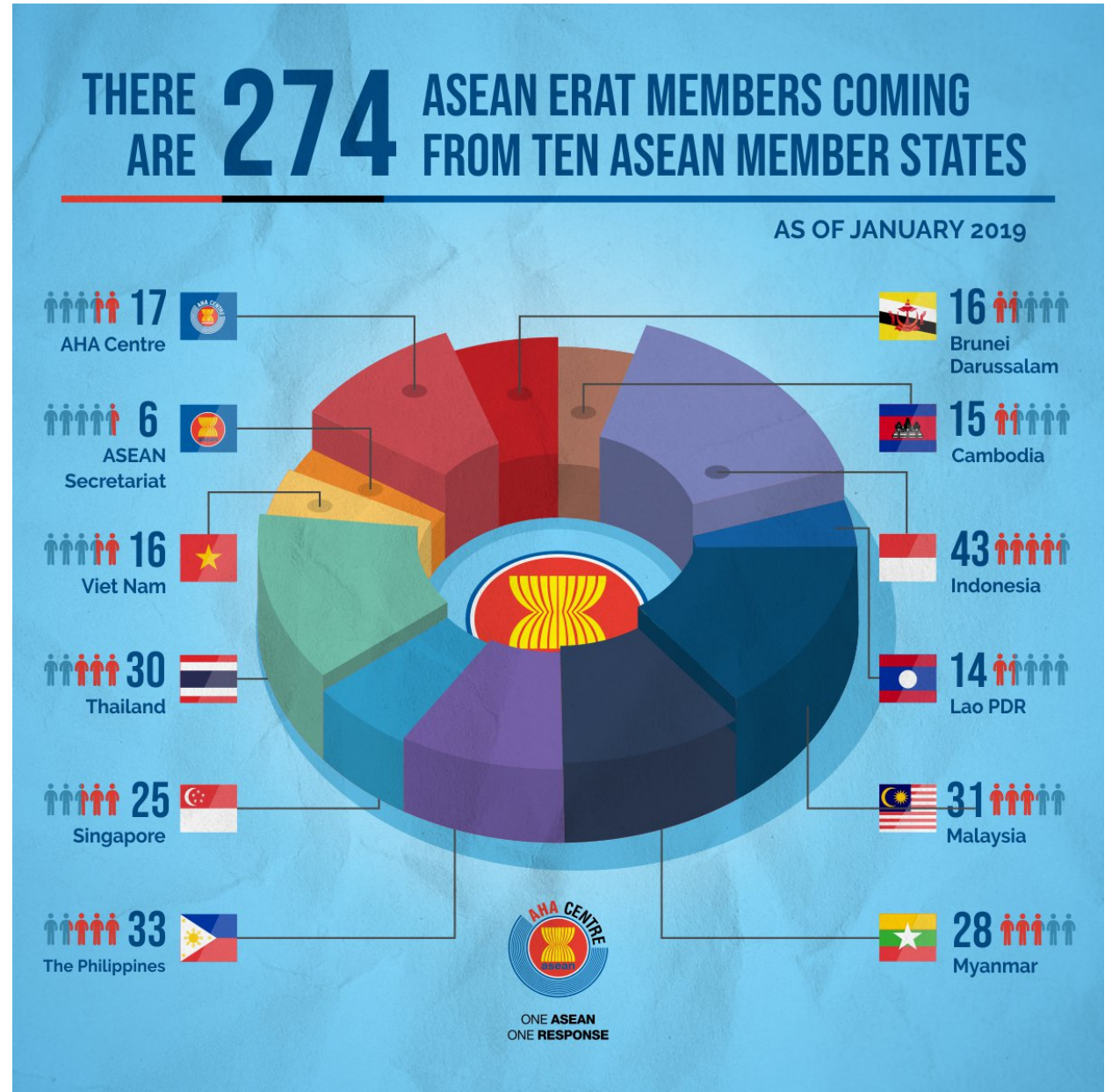
LAKI-LAKI



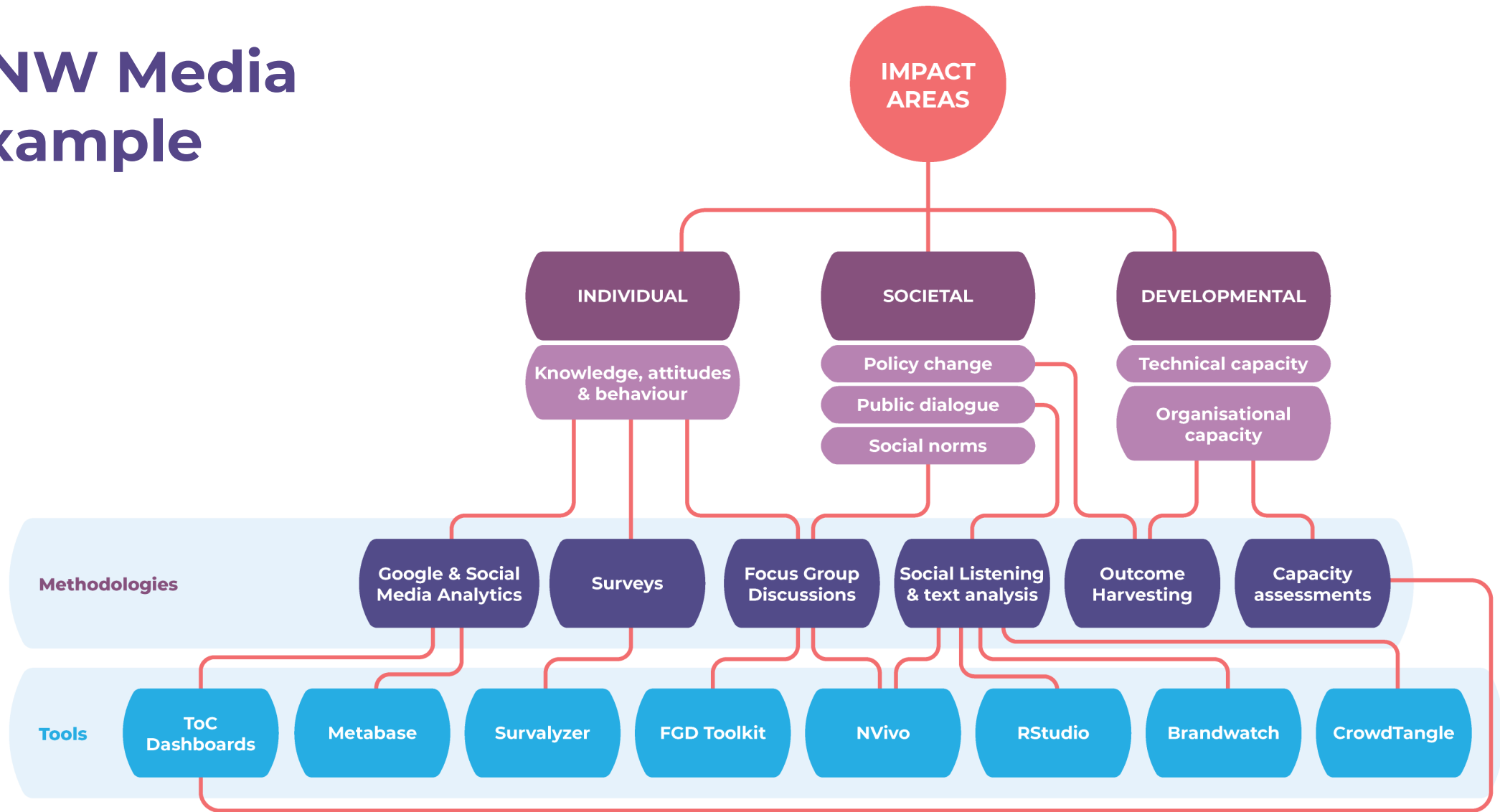
Source: UNICEF – Papua New Guinea



Source: AHA Centre



RNW Media example



What is evaluation of your campaign?



We should not think of evaluating campaign without proper monitoring

Evaluation is:

the user-focused assessment of an ongoing or completed campaign's design, implementation and results.

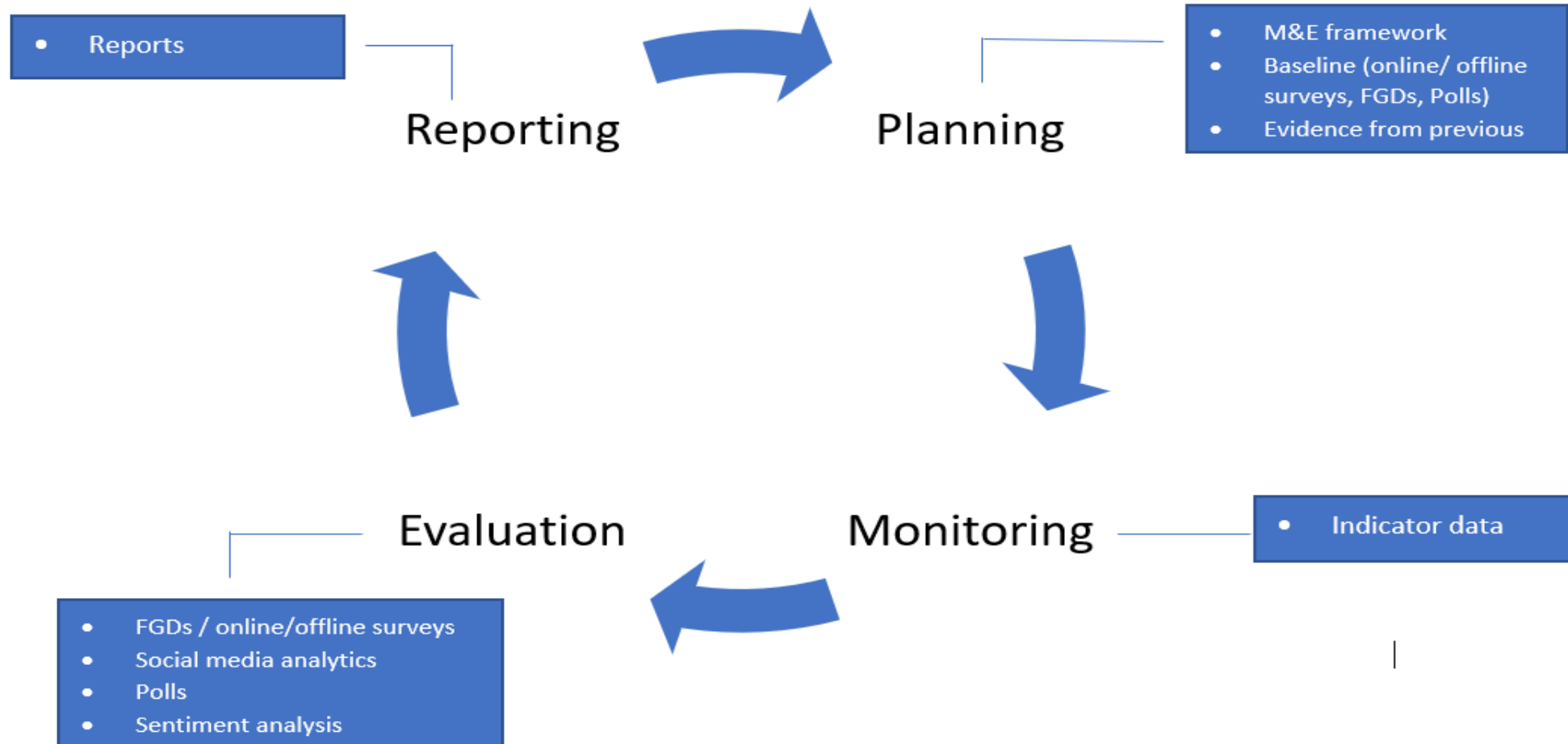


The value of evaluation

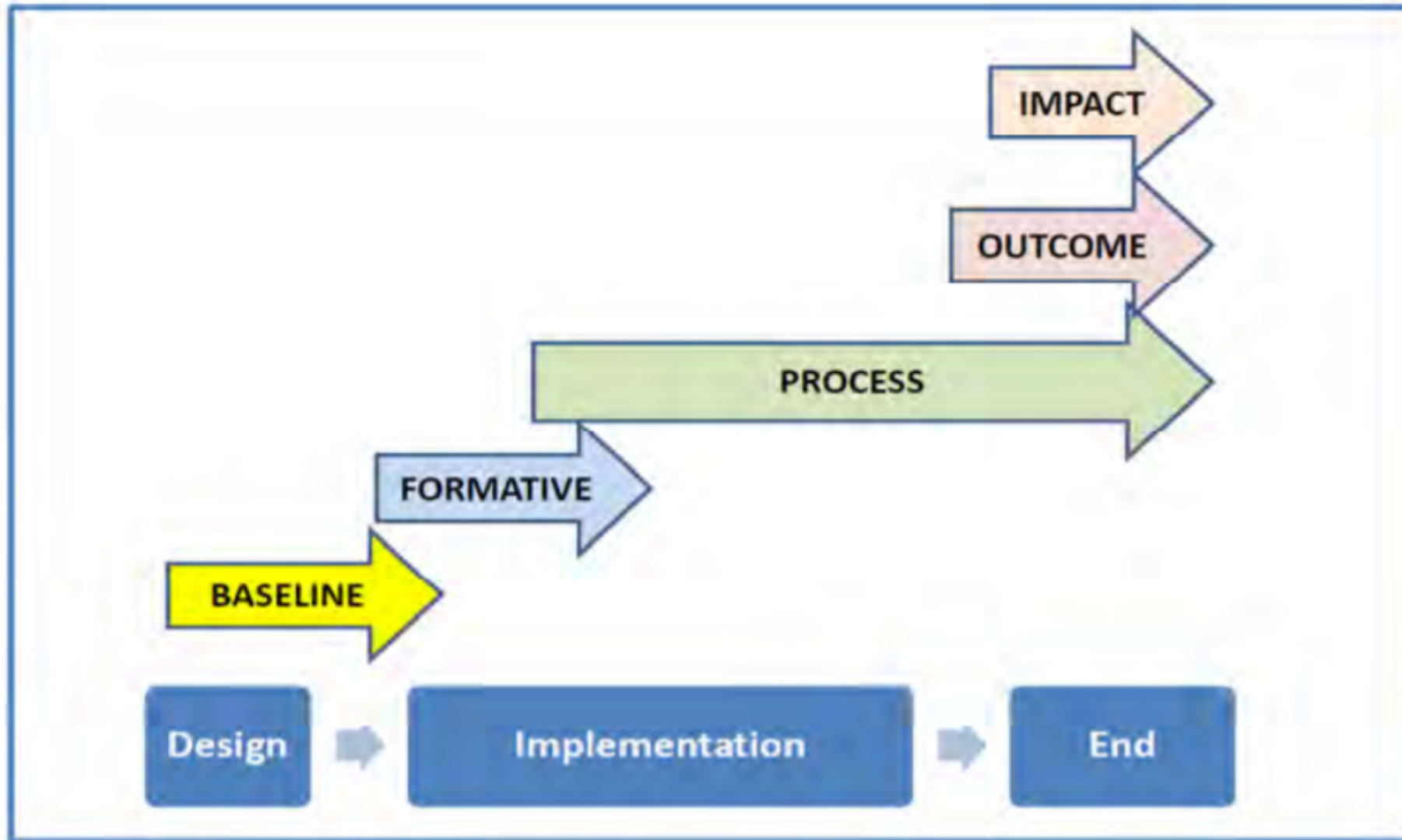
Evaluations are how we learn about the impact of our work, what is (and is not) working well, and value for money.

We use the evidence generated by evaluations to continually adapt and improve, to inform advocacy, fundraising and external communications, and to ensure accountability and transparency to our stakeholders.

When and how to evaluate the campaign

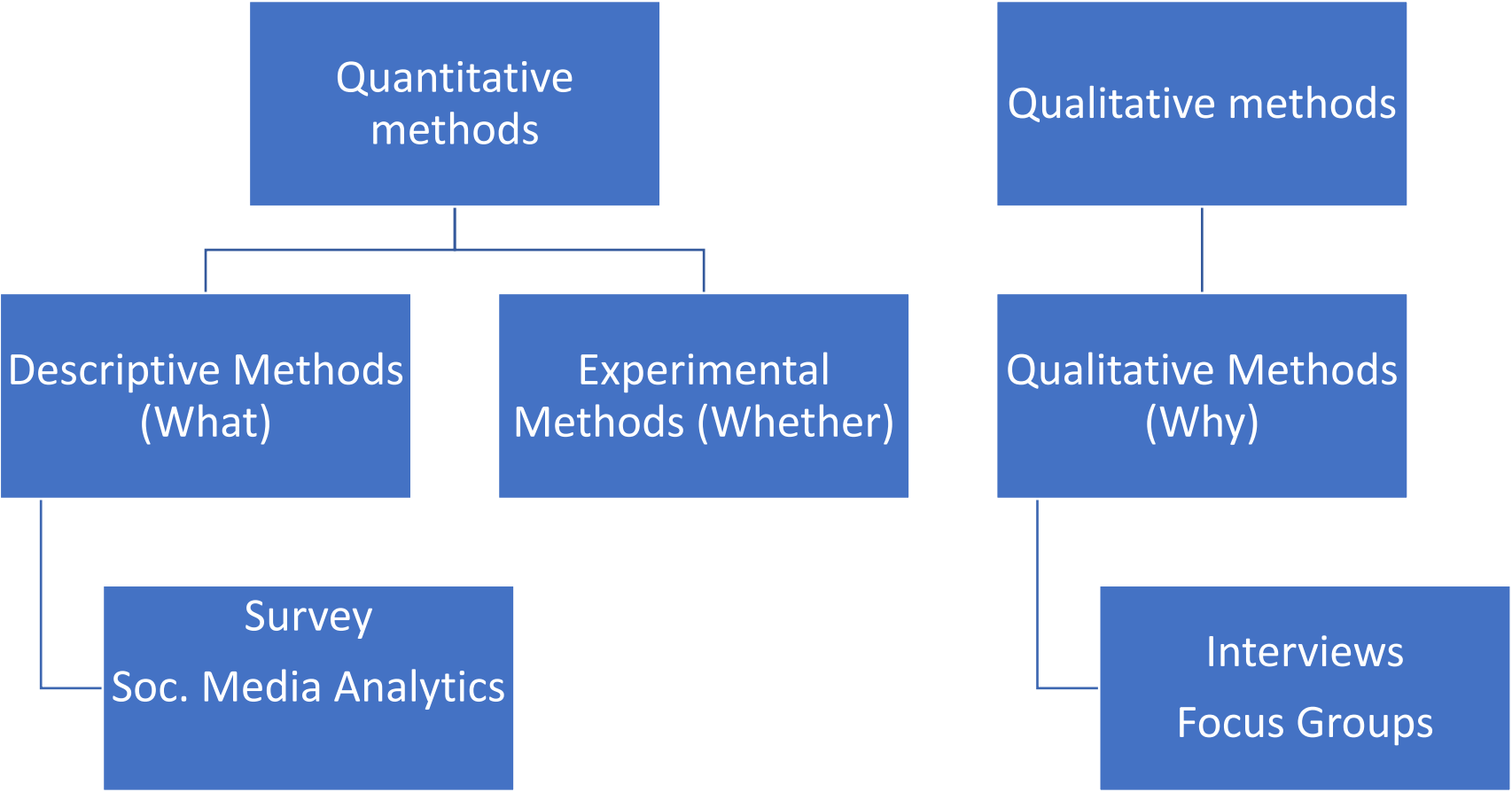


Types of evaluation



EVALUATION

Methods of data collection and analysis



LUNCH BREAK
1 hour



Let's see another example (evaluation)

The evaluation of a media campaign on reducing sexual violence in high schools

How would you do it?



Evaluation Methods – Online Campaigns



3. Online Survey

Why: to measure the effects of the campaign on your user audience.

When: within a few days after the closure of the campaign.

How: through Survalyzer or your preferred survey tool.

General question to start the survey

<i>Have you noticed the [title] campaign?</i>	Yes	No	Not sure
<i>Can you recall a message from the campaign?</i>	Yes	No	Not sure

If yes, please explain:

User Demographics

How old are you?

Do you identify as?

- Man
- Woman
- Other

Yes/No questions (great for measuring awareness)

<i>Have you heard of gender-based violence?</i>	Yes	No	Not sure
<i>Has anyone close to you been a victim of gender-based violence?</i>	Yes	No	Not sure

True/False questions (great for measuring knowledge)			
<i>Men could be a victim of gender-based violence.</i>	True	False	Not sure
<i>Sex between a married couple can never be rape.</i>	True	False	Not sure

Likert scale (great for measuring attitudes)					
<i>Women wearing short skirts are asking for bad attention.</i>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<i>I think unmarried couples can experience intimate partner violence</i>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree

Retrospective campaign rating questions (great for measuring self-reported change)												
	Before Campaign					After Campaign						
<i>I am aware of the impact that Gender Based Violence can have on victims.</i> <i>[awareness]</i>	1	2	3	4	5	1	2	3	4	5	N/A	
<i>If I see my boss making inappropriate sexual jokes to a female colleague, I will tell that he/she should not do this.</i> <i>[behaviour]</i>	1	2	3	4	5	1	2	3	4	5	N/A	

Multiple-choice questions

Which of the options below are examples of gender-based violence? Tick all that apply.

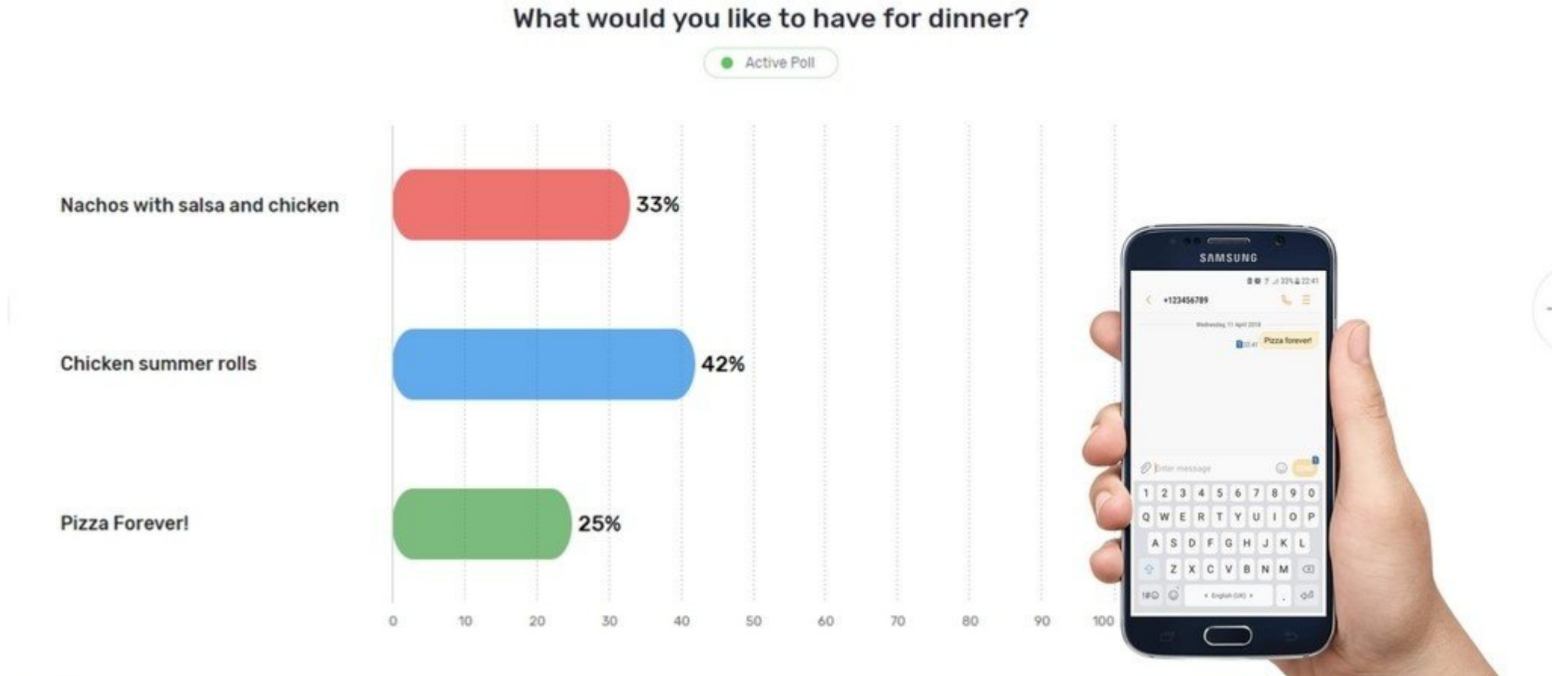
- Hitting your partner
- Sex without consent
- Making sexual comments to your co-worker
- Sending unrequested dick pics
-

Open questions (great for gaining a better understanding of the campaign's impact)

*Could you give an example how this campaign has influenced your
[knowledge/perspective/attitude/behaviour] about gender-based violence [or other topic]?*

Evaluation Methods – Online Campaigns

- Polls



Evaluation Methods – Online Campaigns

- Social Media analytics






Social media analytics fits into a bigger picture of our campaign: our M&E Plan

1. Digital Analytics			
Why: to measure the scope and reach of your campaign.			
When: 2 weeks after the last campaign post.			
How: through web analytics and social media analytics.			
Recommended metrics:			
	Facebook	Channel 2	Channel 3
# of users visiting the campaign website pages:			
# of social media reach of campaign posts:			
# of social media likes:			
# of social media comments:			
# of social media shares:			
# of views on videos			
# of people listening to podcasts			
# of (specific to own platform)			






Evaluation Methods – Online Campaigns

Sentiment Analysis

 <p>My experience so far has been fantastic!</p> <p>POSITIVE</p>	 <p>The product is ok I guess</p> <p>NEUTRAL</p>	 <p>Your support team is useless</p> <p>NEGATIVE</p>
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SENTIMENT ANALYSIS

 <p>POSITIVE</p> <p>"Great service for an affordable price. We will definitely be booking again."</p>	 <p>NEUTRAL</p> <p>"Just booked two nights at this hotel."</p>	 <p>NEGATIVE</p> <p>"Horrible services. The room was dirty and unpleasant. Not worth the money."</p>
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Evaluation Methods – Online Campaigns

- **Manual sentiment analysis**

- 1) Start by going through your most recent comments.
- 2) Briefly skim each recommend and assign the major topic of the comment
- 3) Record the topic in the Category section of the scorecard
- 4) Determine if that comment is positive or negative in nature
- 5) Mark a tally under positive or negative for the specific category.
- 6) As you read, write down any especially positive comments, or descriptions of your topic.
- 7) Repeat steps 2-6 until you have read at least all comments

Evaluation Methods – Online Campaigns

- **Online sentiment analysis**
- Sentiment Analyzer (free)
- Monkey Learn (free)
- Lexalytics (paid)

Example (RNW Media Social Listening)

446 Stories referring to misinformation

17% included actual fake news

61 Times retweeted

508,137 Twitter impressions

“All deaths and sicknesses are being labelled as Covid-19”

“It’s a conspiracy theory”
(5G, Illuminati, the Government, Bill Gates)

“Covid-19 does not exist”

“The Church is God’s healing clinic, not where you gather sickness.”

Fake Covid-19 cures, such as ‘ewedu’ or jute leaves can stop the virus from spreading in your body.

RNW Media example (analytics)



TOTAL
CONTENT
VIEWS

1.271.2 million



TOTAL NUMBER
OF VIDEO VIEWS

144.1 million



TOTAL NUMBER
OF WEBSITE
PAGE-VIEWS

43.6 million



TOTAL NUMBER
OF WEBSITE
SESSIONS

28.2 million



TOTAL INTERACTIONS
(REACTIONS, COMMENTS, SHARES)

15.5 million

Main answers we would like to share today




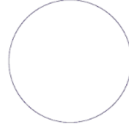










Let's do it one by one ...

- What is Monitoring and Evaluation (in the context of campaigns)?
- Why is monitoring and evaluating campaigns important?
- What are some of the challenges in monitoring and evaluating advocacy?
- How to design a successful monitoring and evaluation framework for campaigns?

ASSIGNMENT:

CAMPAIGN CANVAS



<p>1. Campaign Vision & Scope </p> <p>What is the core problem your campaign is trying to address?</p> <p>What is the scope of your campaign?</p>	<p>2. Context Analysis </p> <p>What is the context you are operating in?</p> <p>What are the risks?</p>	<p>3. Target Audiences </p> <p>What is your target audience statement?</p> <p>What would a typical member of your audience look like?</p> 	<p>4. Persuasion and Story </p> <p>What are your audience's current narratives?</p> <p>Who are their influencers?</p> <p>What is your persuasive aim?</p>
<p>5. Content Creation </p> <p>What platforms will you use for your campaign?</p> <p>How will your audience engage with your content?</p>	<p>6. Content Management </p> <p>Who will create content and manage engagement? What resources do you need?</p>	<p>7. SMART Goals </p> <p>Where are your SMART goals?</p> 	<p>8. Mobilisation </p> <p>What mobilisation tactics will you use?</p> <p>What are your calls to action?</p>
<p>9. Key Partners </p> <p>Who are your key partners? How can they contribute to your campaign?</p>	<p>10. Campaign Branding </p> <p>How will people recognise your campaign?</p> <p>Name: <input type="text"/></p> <p>Slogan: <input type="text"/></p> <p>Hashtags: <input type="text"/></p> <p>Design Notes: <input type="text"/></p>	<p>11. Monitoring and Evaluation </p> <p>How will you measure your campaign?</p> <p>How often will you check your campaign and make changes?</p>	<p>12. Reporting Outcomes </p> <p>What does success look like?</p> <p>How will you showcase your outcomes?</p>



11. Monitoring and Evaluation



How will you measure your campaign?

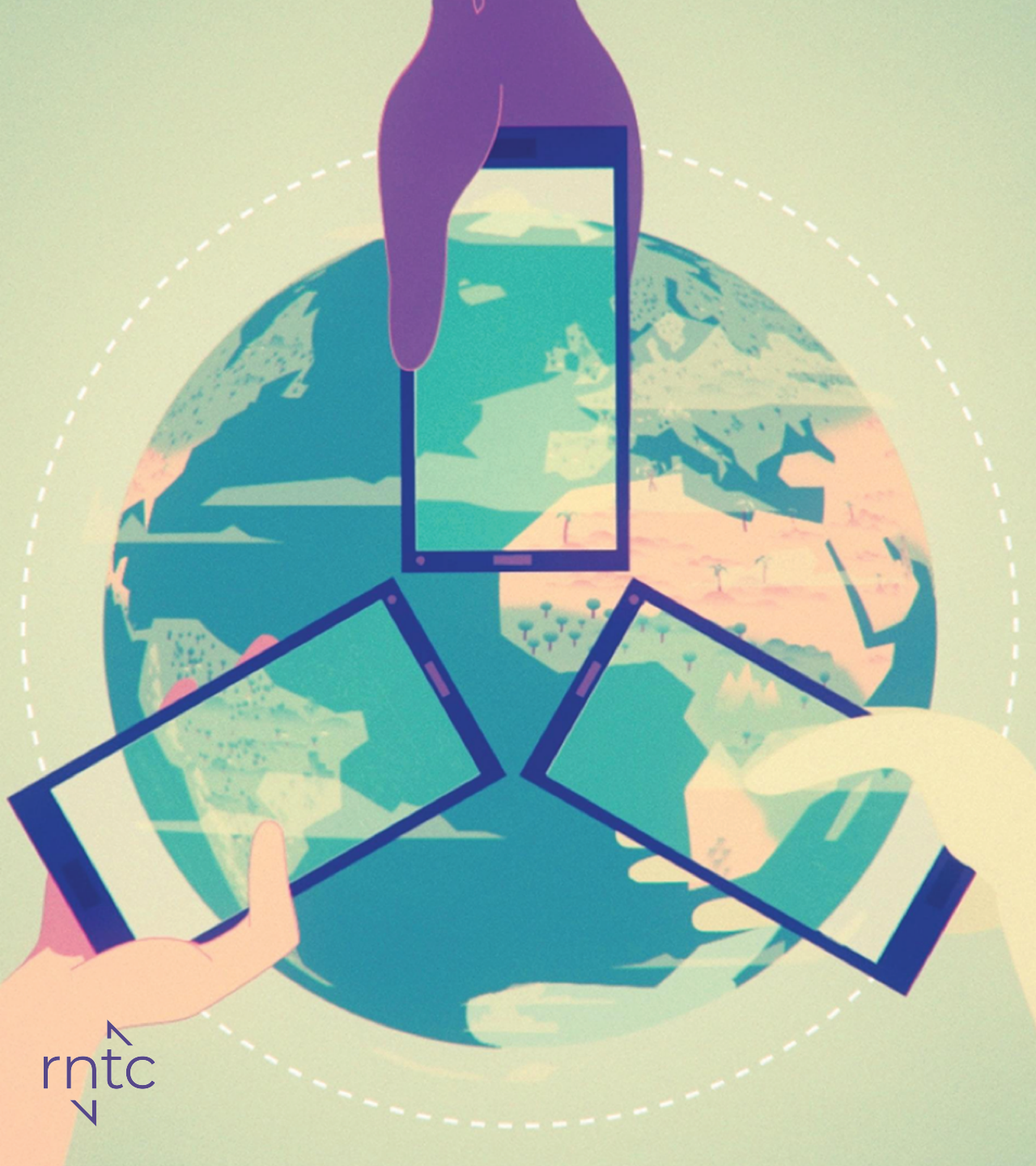
How often will you check your campaign and make changes?

12. Reporting Outcomes



What does success look like?

How will you showcase your outcomes?



digital
communities
for social
change

THANK YOU

Shintya Kurniawan

WWW.RNTC.COM

