



MEDIA CAMPAIGNS FOR SOCIAL CHANGE & ADVOCACY

Day 5: Monitor & evaluation of the
campaign

RECAP & REFLECTION



AGENDA

DAY 5: Canvas 11 & 12



4 hours online
1 hour lunch break
1 hour assignment

Introduction to Monitoring & evaluation for campaigns

Outcomes & Data visualisation

Data visualization

Reporting impact



Learning Objectives

Understanding how to use monitor & evaluation for your campaign

Use social media analytics to measure the impact of your campaign

Be able to use data visualization tools

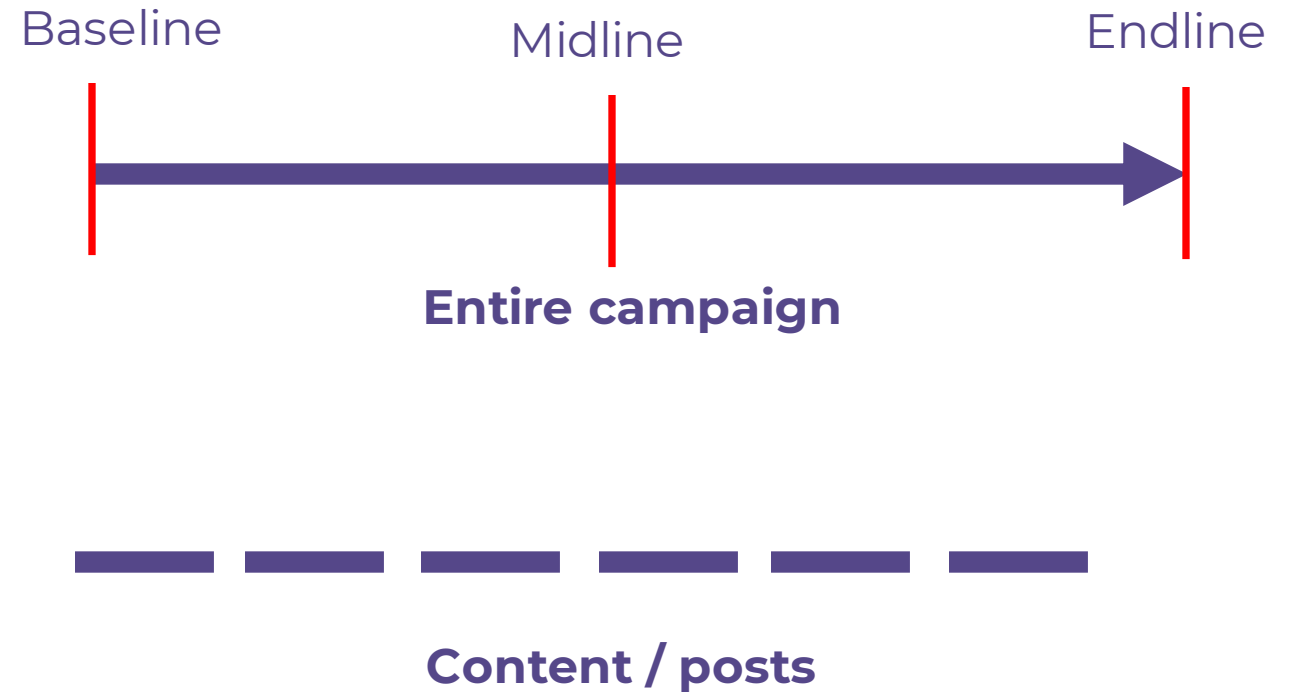
Learn how to best report on your campaign impact

Why are we measuring?



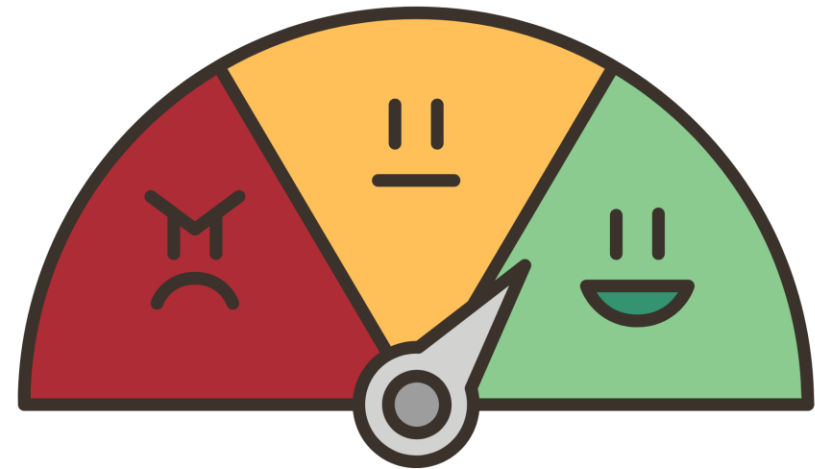
- Performance Evaluation
- Goal Measurement
- Audience Analysis
- Crisis Management
- Iterative improvement
- Stakeholder Communication

When are we measuring?



By integrating M&E practices into your social media campaign, you can establish channels and mechanisms to collect feedback from your audience. This feedback can provide valuable insights into audience perceptions, campaign effectiveness, and areas for improvement, enabling you to refine your strategies and maximize your campaign's impact.

FEEDBACK





SMART Goals

- **Specific:** increase awareness on topic for specific target audience.
- **Measurable:** measure the engagement & reach of campaign.
- **Achievable:** set a realistic target that can be achieved with available resources and within the campaign's timeframe.
- **Relevant:** ensure the goals align with the overall objective.
- **Timely:** set a specific timeframe within which the goals will be achieved.

Example of SMART Goals

MEASURABLE

Achieve an average engagement rate of at least 5% (likes, comments, shares) on campaign posts and reach a minimum of 500,000 impressions across social media platforms within the first three months.

ACHIEVABLE

Secure partnerships with at least three influential organizations working in child protection to co-promote the campaign's content and increase its reach by leveraging their networks and resources within the first two months.

RELEVANT

Encourage reporting of child sexual exploitation cases by collaborating with relevant authorities and organizations, resulting in an increase of reported cases by 20% compared to the previous year within the campaign duration.

SPECIFIC

Increase awareness about child sexual exploitation by sharing educational posts, videos, and infographics on social media platforms, targeting a minimum of 100,000 individuals over the course of six months.

TIMELY

Raise \$50,000 in donations for organizations combating child sexual exploitation through a social media fundraising campaign within a period of three months.





GROUP EXERCISE

Take a moment to discuss the following questions and review the campaigns objectives:

1. What does success look like?
2. Are the objectives measurable?
3. How will I check on the change/campaign?

- **Facebook Insights**
- **Instagram Insights**
- **Twitter Analytics**
- **LinkedIn Analytics**
- **YouTube Analytics**

SOCIAL MEDIA

Social media platforms themselves also offer built-in dashboards and analytics tools that allow you to retrieve data for monitoring and evaluation (M&E) of a campaign.



Metrics & Key Performance Indicators

IMPRESSIONS

number of times the content has been displayed

ENGAGEMENT*

Likes, shares, comments, clicks

Click-Through-Rate

Number of clicks on links or CTA

REACH*

number of people who have seen the content

CONVERSION RATE

% of users who completed a desired action



FACEBOOK & INSTAGRAM

REACH

- People who have seen your content
- Measures unique users in cycles of time
- For campaigning best to measure total post reach

FOLLOWERS

- Size of community
- Acquisition of new fans
- Relation to shares/likes


ENGAGEMENT

- Measures how people interact with your content: like, share, comment



Facebook Engagement Rate Formula

Calculate how frequently people interact with your posts


$$\text{Facebook Engagement Rate} = \left(\frac{\text{Total Engaged Users}}{\text{Total Reach}} \right) \times 100$$

What does it mean?

Total Engaged Users: The number of people who engaged with a post by commenting on it, reacting to it, sharing it, or clicking on it. This can be found in the Facebook Insights Post report under “Lifetime Engaged Users”.

Total Reach: The total number of people who had a post come up in their feed.

Facebook Average Engagement Rate

3.39%

Page posts of any kind

6.09%

Video posts

4.42%

Image posts

2.72%

Link posts

1.44%

Page posts



IMPRESSIONS

- Total number of times tweets are seen

ENGAGEMENT

- Likes, retweets, replies, link clicks

FOLLOWER GROWTH

- Track follower growth over time

REACH & EXPOSURE

- Unique number of users

HASHTAG PERFORMANCE

- Track performance of specific hashtags

TOP PERFORMING TWEETS

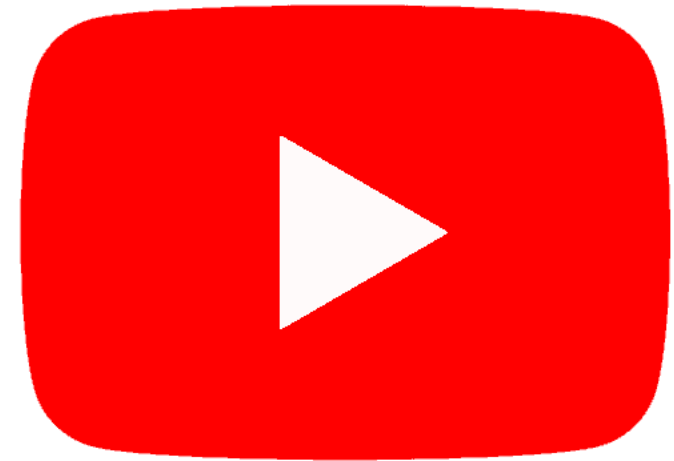
- Based on engagement rates

TWITTER ANALYTICS



YOUTUBE ANALYTICS

- Views
- Watch time
- Audience demographics
- Traffic Sources
- Engagement metrics
- Playback Locations
- Audience Retention
- Subscribers
- Traffic from External Websites
- Annotations and cards



ORGANIC VS PAID



ORGANIC

- Reach
- Authenticity
- No cost
- Engagement
- Long-term relationship building

PAID

- Reach & Targeting
- Amplification
- Speed & control
- Metrics & Optimization
- Ad Formats & features

HASHTAGS



TIPS & TRICKS

- Choose relevant #
- Keep them concise and memorable
- Use campaign-specific #
- Research # popularity
- Promote # in messaging
- Participate in trending #
- Engage with # users
- Cross-promote with influencers
- Track hashtag performance



Hashtag game!

Take a moment with your team to brainstorm some hashtags for your campaign.

Discuss in plenary and vote!

M&E SAMPLE FORMAT

RNW Media - Social Media Monitoring Template

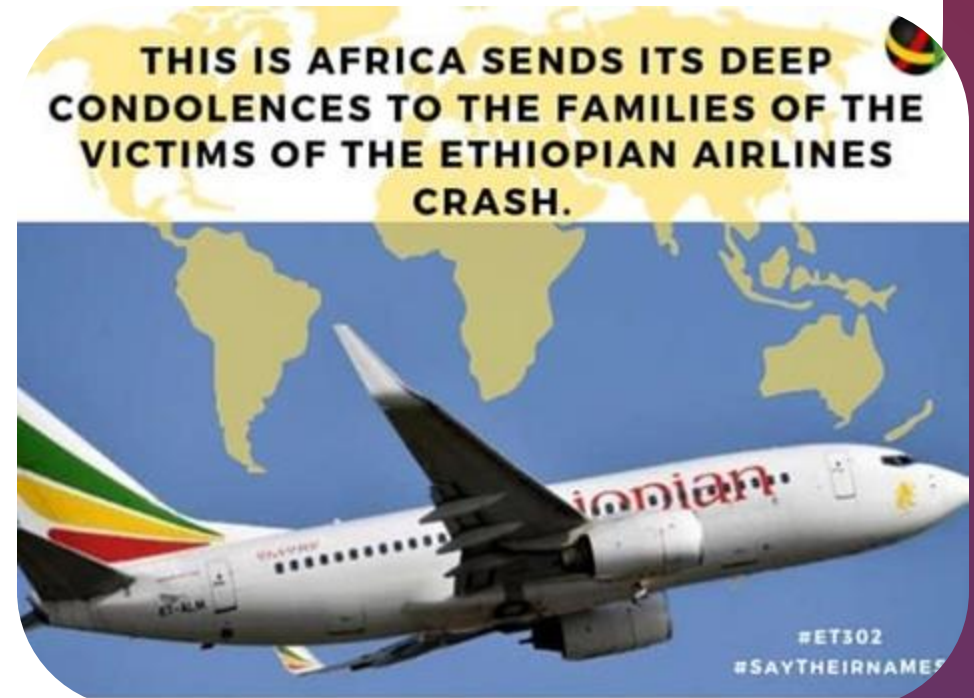
Campaign objectives:

Reporting period (baseline, midline, endline)

Key Indicators	Description of reporting period	Social Media Platform (quantitative data)					Qualitative reporting	
		Facebook	Instagram	Tiktok	Youtube	Twitter	Qualitative reporting guidance	Qualitative reporting column
Key Indicator "X" measures the number of people reached by social media posts on the specific topic during the reporting period. To report on KI-"X", focus on "page reach" if the platform is fully supported by the project and all posts are related to the topic. Alternatively, report on the "highest post reach" if page reach reporting is not feasible.	"Page reach* (page reach = # unique users that viewed any content on the page at least once in reporting period) "			Not available on Tiktok		Not available on Twitter		
	"Highest post reach* among relevant posts in reporting period (post reach = # unique users that viewed the post at least once) "					Not available on Twitter	"For post that had highest reach among all platforms, pls provide: platform, type of post, topic, sentiment, language (1000 characters max)"	
	"Lowest post reach among relevant posts in reporting period OPTIONAL "					Not available on Twitter	"For post that had lowest reach among all platforms, pls provide: platform, type of post, topic, sentiment, language (1000 characters max)"	

Case Study: #SayTheirNames

- **Number of Posts:** 24
- **Duration:** 11 March to 15 March
- **Nature of Posts:** All posts were photo posts with the names of victims of the #ET302 crash. All reach was organic.
- **Impressions:** 3 231 983
- **Reach:** 2 201 797
- **Engagement:** 272 600
- **Matched audience:** 292 661
- **New Followers:** 6 616
- **New Page Likes:** 6 521
- **Engagement rate:** 12.38%
- **Post Shares:** 6 323
- **Post likes:** 49 927
- **Comments:** 12 374
- **Photo views:** 93 904





This Is Africa

13 March at 07:15 · 🌐

#SayTheirNames

The Boeing 737 Max flown by Ethiopian Airlines on the flight #ET302 crash claimed five members of a family, including its youngest victim. Seven-year-old Ryan, four-year-old Kerri and nine-month-old Rubi Pauls, their 34 year old mother Carolyne Karanja and their 60 year old grandmother Anne Karanja were on their way to Kenya from Ontario, Canada where 9-month old Rubi was to meet her grandfather, Quindos Karanja, for the first time. The unfortunate death has dealt a big blow to family and loved ones.

#NotaStatistic

📺 Global News



Performance for your post

694,552 People Reached

21,116 Reactions, comments & shares ⓘ

4,481 👍 Like	1,492 On post	2,989 On shares
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242 ❤️ Love	126 On post	116 On shares
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49 😂 Haha	22 On post	27 On shares
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118 😲 Wow	50 On post	68 On shares
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9,086 😞 Sad	4,205 On post	4,881 On shares
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84 😡 Angry		
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5,096 Comments

TIA – Performance of a post in Facebook



This Is Africa

12 March at 11:30 · 🌐

#SayTheirNames

Jackson Musoni was the only Rwandan on the #ET302 flight. He worked in Sudan with the United Nations High Commissioner for Refugees and was among delegates headed to Nairobi for a conference. His 3 kids & wife will miss him terribly.

#NotaStatistic



Performance for your post

294,916 People Reached

9,631 Reactions, comments & shares ⓘ

3,527 👍 Like	1,090 On post	2,437 On shares
234 ❤️ Love	115 On post	119 On shares
17 😂 Haha	6 On post	11 On shares
56 😱 Wow	19 On post	37 On shares
3,716 😞 Sad	1,437 On post	2,279 On shares
37 😡 Angry		
1,428		

TIA – Performance of a post in Facebook



This Is Africa

14 March at 09:08 · 🌐

#SayTheirNames

Ayantü Girma would have been 25 years old in May. She was a airhostess and was on the #ET302 flight that crashed. Her father, Girma Lelissa, told The Reporter that his daughter worked for just 2 years at Ethiopian Airlines. He said he was in difficulty to believe the news until he gets and buries her body. We express our deep condolences to him and his family in this difficult time.

#NotaStatistic



Performance for your post

286,148 People Reached

10,989 Reactions, comments & shares ⓘ

4,437 👍 Like	1,884 On post	2,553 On shares
258 ❤️ Love	143 On post	115 On shares
20 😂 Haha	11 On post	9 On shares
32 😱 Wow	15 On post	17 On shares
3,268 😞 Sad	1,706 On post	1,562 On shares
27 😡 Angry		
2,264		

TIA – Performance of a post in Facebook

Peace Enyonam Agbley Odamtten Thank you, This Is Africa, for the respect and honor you have given to everyone of those Souls on flight #ET302 who have passed to join the ancestors no matter their country of origin. Thank you for your continued good works.

Love · Reply · Message · 1w



This Is Africa Thank you Peace Enyonam Agbley Odamtten



Nixon Jasson But the very accident took the lives of many innocent people world wide and not only this cop, huh!

Like · Reply · Message · 1w



Mpume MaKhoza KaMlangeni Nixon Jasson but there's been too many articles in relation to other prominent individuals that perished. She's not the only one we're reading about. Earlier on I read of the entire Canadian family; the only Rwandan gentleman that was on board; a Nigerian intellectual that also perished. There's no formula for mourning, so allow us to pay our last homage in their remembrance.

Like · Reply · Message · 1w · Edited



Betty Abah Nixon, there is actually a word called SENSITIVITY. Cultivate it!

Like · Reply · Message · 1w



Emmanuel Ugojor Ogoh Nixon we mourn each individual, not numbers. Show sacred respect to the departed. May their souls rest in peace. And I hope those responsible at Boeing are held to account. The FBI and FAA should carry out a fair and thorough investigation. There is clear evidence officials at Boeing knew of the software flaws of the autopilot. Safety was clearly compromised for the bottom line. Cruel and evil side of capitalism.



Lisa Quarshie UNHCR has lost a great colleague. Your beautiful wife and children will miss you. I'm so heartbroken. Rest in perfect peace

Like · Reply · Message · 1w



Katie Ogwang Lisa Quarshie , I feel so low. Very unfortunate for the young family and many others who went to be with the lord. May their gentle souls rest in perfect peace. Let's commit the family to God for support during this trying moment.

Like · Reply · Message · 1w



Write a reply ...



Jeffry Johnas Khald I am khalid from Sudan, really I am very sad for big loss , jackson is my close friends and at same time he is my boss , we working together since one year ago in Darfur sudan, jackson its very kind man, may god keep his SOul in heaven.

Sad · Reply · Message · 1w



Naima Bonnie Johnson so sorry for the loss.... I am from Kenya I also lost 2 close relative

Sad · Reply · Message · 1w



TIA – Collecting quotes of conversations can add context to your report

DATA VISUALIZATION

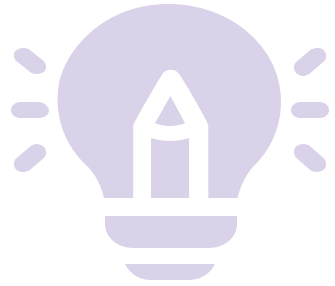


Data visualization plays a crucial role in analysing and presenting data from social media campaigns.

It involves **representing data visually through charts, graphs, infographics, and other visual elements.**

- *Communicating Insights*
- *Tracking Key Metrics*
- *Identifying Patterns*
- *Enhancing Reporting*

WHY USE DATA VISUALISATION



Comprehension

Your audience can get a more enhanced and complete view of your data



Speed

Your audience can understand the data faster



Retention

Your audience can remember the data more easily



Appeal

Your data is more appealing to your audience



Key questions

- *What is the purpose of the visualisation?*
- *Who is the Target Audience?*
- *What data do you have and what story does it tell?*
- *Which visualization techniques are most appropriate?*
- *How will the visualizations be shared?*

Data visualization Chart types



Arc Diagram



Area Graph



Bar Chart



Box & Whisker Plot



Brainstorm



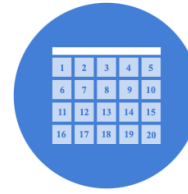
Bubble Chart



Bubble Map



Bullet Graph



Calendar



Candlestick Chart



Chord Diagram



Choropleth Map



Circle Packing



Connection Map



Density Plot



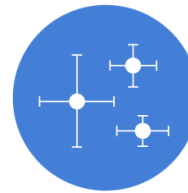
Donut Chart



Dot Map



Dot Matrix Chart



Error Bars



Flow Chart



Flow Map



Gantt Chart



Heatmap



Histogram

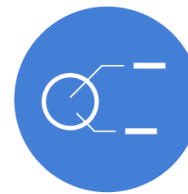


Illustration Diagram



Kagi Chart



Line Graph



Marimekko Chart



Multi-set Bar Chart

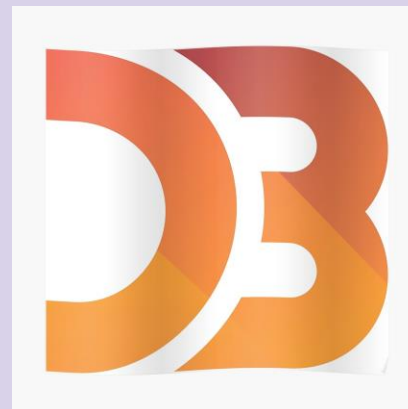
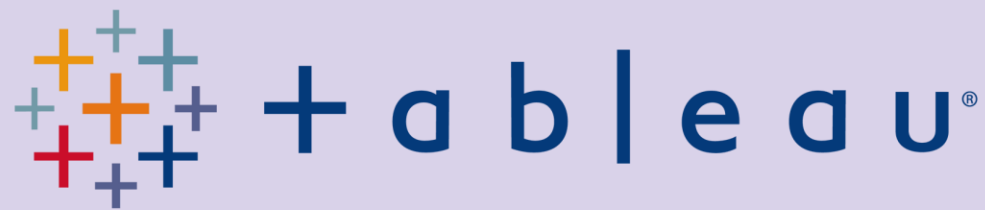


Network Diagram

TOOLS FOR DATA VISUALIZATION



Google Data Studio



Steps for doing Data Visualization

**Define
Objectives &
Audience**

**Select right
visual
elements**

KISS IT

**Use colours
and visual
hierarchy**

**Provide
context and
annotations**



EVALUATION

Evaluation plays a critical role in the monitoring and evaluation of a campaign, providing valuable insights into its effectiveness and impact. It involves systematically assessing the progress, outcomes, and overall success of the campaign in achieving its intended goals.

FEEDBACK, SENTIMENT & BEHAVIOURAL CHANGE

- **FEEDBACK:** refers to the information and opinions received from different stakeholders in your campaign. *Comments, direct messages, surveys or feedback forms.*
- **SENTIMENT CHANGE:** refers to a shift in public opinions, attitudes or emotions towards a specific social issue. *Analysis of comments and mentions.*
- **BEHAVIOURAL CHANGE:** desired shift in attitudes, beliefs or actions of the target audience. *Sign-ups, donations, participations, adoption of behaviours*



EVALUATION METHODS



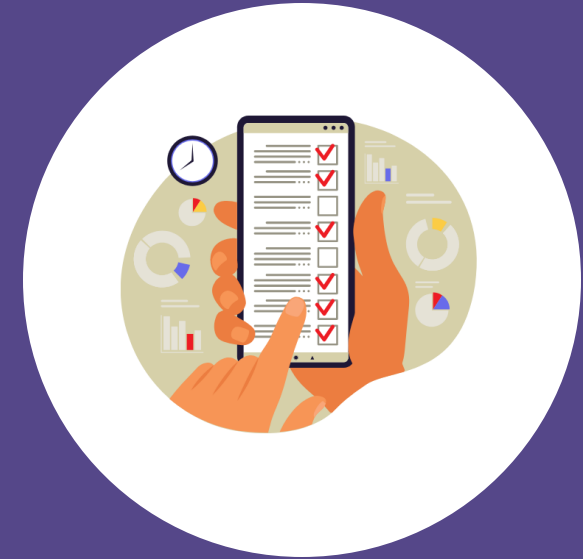
SURVEYS

Structured questionnaires designed to gather information from a group of respondents. Online forms, paper-based questionnaires, or interviews. Surveys aim to collect both quantitative and qualitative data.



FOCUS GROUPS

Focus groups are moderated discussions involving a small group of participants. Participants engage in open and interactive conversations, guided by a facilitator. Focus groups provide in-depth qualitative data through group dynamics and participant interactions.



FEEDBACK FORMS

Feedback forms are structured tools used to gather feedback and input. These forms typically include specific questions or prompts to capture participants' thoughts, suggestions, and ratings related to their experiences. Online surveys, paper-based forms, or digital submission mechanisms.

SURVEYS

- **Clear objectives:** define the specific objectives of the survey and what information you aim to gather.
- **Target Audience:** who is the target audience of the survey?
- **Question design:** craft clear, concise, and unbiased questions. Mix of close and open ended questions.
- **Validity & Reliability:** ensure the questions measure what they intend to measure
- **Distribution & Response Rate:** determine the best channels for the survey (email, social media, website)
- **Data Analysis:** use appropriate statistical methods



FOCUS GROUPS



- **Purpose & composition:** define the purpose and select participants with diverse perspectives.
- **Facilitation:** a facilitator should guide a discussion with open-ended questions
- **Safe environment:** ensure a safe space for participants. Privacy considered.
- **Documentation:** record either video or audio with consent. Take detailed notes
- **Transcription & analysis:** search for common themes, patterns and insights.
- **Triangulation:** analyse responses alongside with other evaluation methods.

FEEDBACK FORM

- **Simplicity and clarity:** clear and concise language with purpose.
- **Targeted questions:** questions related to the campaign's goals
- **Accessibility and convenience:** ensure the forms are easily accessible through multiple channels.
- **Timeliness & follow-up:** establish a system that allows for easy follow-up
- **Data analysis and action:** use the data to define action points and prioritize improvements



REPORTING THE RESULTS OF YOUR CAMPAIGN

**Clear &
concise
summary**

**Visualize
data**

**Focus on
KPIs**

**Provide
context**

**Show
success
stories**

**Include
feedback**

**Lessons
learned**

**Tailor
report to
audience**

**Mix of
formats**

**Share
report
with
strategy**




ASSIGNMENT

Go back to your campaign canvas and fill the last 2 sections. If you are working with a group meet with them and fill it together.

ASSIGNMENT:

CAMPAIGN CANVAS



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



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?

QUESTIONS





THANK YOU!