M&E plan for digital campaigns

template

# M&E Plan

The M&E of online campaigns focuses on the metrics drawn from the websites and social media platforms used during the campaign. There are many different metrics that can be observed and analysed in various ways. Deciding which metrics matter, and how to analyse them, is an important part of M&E planning and should be established before a campaign starts. It is important to have clear understanding of what success and failure would look like for the campaign and based on this select metrics and tools which best help to evaluate the outcomes of the campaign.

Digital metrics can be grouped into two broad categories: **awareness** and **engagement**.

**Awareness** is the number of unique users who viewed campaign content, i.e., reach. When analysing awareness metrics, it is important to consider information about who those users are (demographics), and how/which part and when the campaign content reached them.

**Engagement** is the number and type of interaction of the users with the campaign content and with each other, i.e., likes/reactions, shares, comments, saves. Engagement can be negative, positive, or neutral, thus proper analysis of engagement metrics helps to understand audience’s reaction to the campaign. When analysing engagement metrics, it is important to consider demographics, as well as to provide contextual explanation of the reactions.

When properly analysed, awareness and engagement metrics can be useful to understand the impact of the campaign. However, when possible, it is also very useful to have **additional indicators**, related to the changes in knowledge, attitudes and behaviours, that can be captured through variety of approaches, such as polls, surveys, analysis of the comments, sentiment analysis, social media FGDs and so on. Such comprehensive approach will help to better understand the overall impact of the campaign.

The measurement of impact and evaluation the success of the campaign will be defined by the goals and objectives set at the very start of the campaign.

Following is provided the suggested steps to plan the M&E for the online campaign. These steps are suggestions and should be adapted according to the given needs and available resources.

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| **Define Evaluation Questions:**  ***What question(s) would you like to answer with M&E for this campaign?*** |
| *Example questions:*   * *Did we achieve our objective of increasing awareness?* * *How many people did we reach?* * *Have we influenced people’s attitudes?* * *How did people engage with our campaign?* * *Do people like the campaign?* * *Was our engagement strategy effective?* * *Is there an increase in people following my organisation?* |
| **Define indicators:**  ***What data do you need to answer these questions?*** |
| *These can be both quantitative and qualitative:*   * *# of people who have seen the campaign* * *# and % of people who report increased knowledge and awareness* * *# of likes, comments and shares on campaign social media posts* * *Sentiment around the topics discussed* * *Etc.*   *See the suggested list of the indicators and metrics in annex.* |
| **Define data collection tools:**  ***What tools do you need to collect this data?*** |
| *Select the tools depending on the indicators selected and the available resources:*   * *Social media analytics - gathers and analyses data from social networks such as Facebook, Instagram, LinkedIn and Twitter.* * *Google analytics - proprietary embedded software which tracks and reports website traffic.* * *Google Trends - analyses the popularity of top search queries in Google Search across various regions and languages. The Google Trends website uses graphs to compare the search volume of different queries over time.* * *Comment/Content analysis - collates and analyses emerging themes and patterns from qualitative comments and user-generated content* * *Sentiment analysis - studies the subjective information in an expression opinions, appraisals, emotions, or attitudes towards a topic, person or entity. Expressions can be classified as positive, negative, or neutral.* * *User testimonials - deep dives into understanding the journeys taken by users of digital platforms.* * *Polls* * *Online surveys* * *Social Media Focus Group Discussions* * *In-depth Interviews* |
| **Define data collection process:**  ***When do you need to collect this data?*** |
| *Before, during or after the campaign? Is a baseline/endline needed?*  *Decide based on the indicators selected and resources available. Examples of before, during and after campaign data collections:*   * ***Before campaign:*** *survey or poll for % of people who know about topic* * ***After campaign:*** *analytics on reach & engagement, and user survey* * ***During campaign:*** *engagement with campaign activities.* |

# Analysis and disseminating your findings

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| **Define the audience of the campaign report:** |
| *Will it be a report for your donor or internal only? Are you planning to use it for fundraising, or communication?* |
| **Define the structure and content of the report:**  ***What do you want to include in the evaluation report?*** |
| *Decide on the evaluation report content based on your and audience needs. The report can include the following sections as an example:*   * *Information about campaign: name, objectives, platforms, formats, target audience, dates and duration.* * *Information about evaluation methods: indicators and tools that were used to collect data.* * *Results: reach and engagement metrics, increase/decrease of followers, most successful post, least successful post, results of polls, surveys, testimonials, comments, messages, etc. Data to be disaggregated by gender and age, if possible. Try to explain the results using the contextual knowledge.* * *Lessons learns and recommendations: what worked well, what could be done differently; what are the major lessons learns from the campaign implementation and what should be considered for future campaign plannings.*   *See the suggested* *campaign evaluation report template in annex.* |
| **Visualise and disseminate the report:** |
| *What type of graph would support the key message to the audience? Could you consider turning it into an infographic or an image?* |

# {campaign name} Report template

|  |  |
| --- | --- |
| **Implementing organisation:** |  |
| **Campaign Objective(s):** |  |
| **Platforms where campaign is implemented:** |  |
| **Target audience of the campaign:** |  |
| **Campaign start and end dates:** |  |

**Introduction:**

*Describe campaign here – what was the problem/issue that the campaign intended to address? What were the goals and objectives of the campaign? What kind of content was created? What kind of activities were carried out? What were the main topics of the campaign? What hashtags were used? How many posts/articles/videos/podcasts/any other content were developed during the campaign? Which platforms were used for the campaign? Who was the target audience? Any other essential information about the campaign.*

**Campaign results:**

**# of posts under social media campaign**

|  |
| --- |
| *Content count:* |
| *Types of content:* |

**# of people reached by social media campaign or unique post with highest reach raising awareness on \*topic\***

|  |
| --- |
| *Campaign Reach (per platform):* |
| *Campaign demographics (age, gender, location):* |
| *Highest Post Reach (per platform):* |

**# of engagements with the social media campaign or unique post with the highest reach [same as KI-8b] raising awareness on \*topic\***

|  |
| --- |
| *Campaign Engagement (per platform):* |
| *Highest Post Engagement (per platform):* |
| *Engagement types:* |
| *Sentiment and response from audience:* |

*Describe campaign results here – provide all the data collected before, during and after the campaign implementation. Provide data regarding the reach and engagement metrics. Did you notice any changes (increase/decrease) in the number of followers after the campaign? Which post was most successful and why? Which post was the least successful and why? Capture any interesting trends/differences/sentiments among different groups (e.g., gender, age) of the audience in terms of reach and engagement (type of engagement). Were there any differences in terms of platforms? Why?*

*If you used polls during the campaign, it would be great to provide the results here. If you used online surveys to measure the impact of the campaign, provide results here. Provide the qualitative analysis of the comments and discussions under the campaign content. Most importantly, try to explain the results using contextual knowledge.*

*Use figures and charts to present quantitative results; use testimonials and quotations, screenshots when presenting qualitative results.*

**Lessons learns and recommendations:**

*Discuss here your observations on the campaign process and evaluation results - what worked well? What could be done differently to achieve campaign goals better? What are the major lessons learned from the campaign implementation? What should be considered for future campaign plannings?*