



TIP SHEET



# YOU CAN MEASURE YOUR COMMUNICATIONS EFFORTS!

## YOU PLANNED. YOU IMPLEMENTED. BUT WERE YOU EFFECTIVE?

There's no real way to know unless you gather information and see what it tells you. Collecting evaluation data on social marketing activities and analyzing results can help systems of care communities determine if their communication strategies are working and find where a tweak or two may be required.



When evaluating social marketing, there are three areas systems of care communities can examine:

- **Process Evaluation**—Determines if your messages reached your key audiences.
- **Outcome Evaluation**—Assesses whether your key audiences took action after receiving your messages.
- **Impact Evaluation**—Examines whether your key audiences who took action created your desired behavior change.



### How to Measure Impact

Impact evaluation is the most difficult and most expensive of all evaluation arenas. Behavior change can take a long time and be difficult to prove. As a result, it's hard for communicators to take credit for societal shifts that could have been impacted by a number of factors, including your social marketing efforts.

Determining if a communication goal was realized or if desired behavior change was achieved can require significant resources, tools, and time. Evaluation framework tools such as logic models, which outline what impact metrics should be used to assess the impact of social marketing efforts over time, can help the process feel more tangible.

## Process Evaluation Tools: Tracking Numbers and Audience Reach

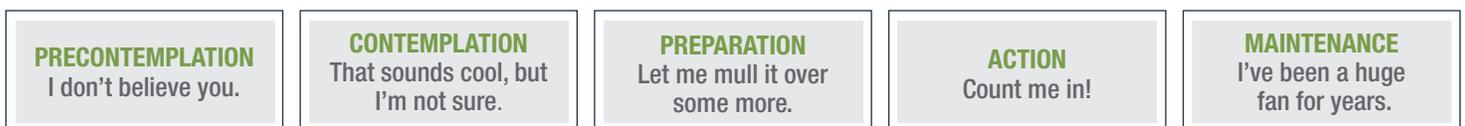
EVALUATION METRIC	WHAT TO MEASURE	EVALUATION TOOLS TO USE
<b>Media coverage impressions</b>	Track circulation or viewer numbers for media outlets that published stories about your systems of care community or campaign.	<ul style="list-style-type: none"> <li>• <b>Google News Alerts</b> for monitoring online media coverage</li> <li>• <b>Critical Mention</b> for monitoring broadcast and TV coverage (subscription)</li> </ul>
<b>Social media engagement</b>	Review across social media platforms the actions of your audiences, such as likes, comments, shares, votes, links, retweets, video views, content embeds, etc.	<ul style="list-style-type: none"> <li>• <b>TweetReach</b> for measuring Twitter reach and engagement (paid)</li> <li>• <b>Facebook Page Insights</b> for assessing likes and engagement on Facebook</li> <li>• <b>Keyhole</b> for measuring real-time and historical social media data on Twitter, Facebook, and Instagram in easy-to-read graphs and layouts (subscription)</li> </ul>
<b>Website content views/visits</b>	Track the number of people engaging with your website and web content and identify which content is most popular.	<ul style="list-style-type: none"> <li>• <b>Google Analytics</b> for tracking and understanding your website views, visits, and audiences</li> </ul>
<b>Video views</b>	Track the number of times a video is played, as well as how long a video was watched. Determine how viewers found your video and any demographic details about your viewers.	<ul style="list-style-type: none"> <li>• <b>YouTube Analytics</b> for monitoring the performance of your channel and videos with up-to-date metrics and reports</li> </ul>

## Outcome Evaluation Tools: Analyzing Changes in Audience Knowledge, Attitudes, and Beliefs

EVALUATION METRIC	WHAT TO MEASURE	EVALUATION TOOLS TO USE
<b>Audience understanding</b>	Determine if audience changed knowledge, attitudes, or beliefs over the course of the campaign through pre- and post-campaign surveys and focus groups.	<ul style="list-style-type: none"> <li>• <b>Google Forms</b> for developing simple surveys to gather audience feedback</li> <li>• <b>SurveyMonkey</b> for creating and distributing more detailed, complex audience research surveys (subscription)</li> </ul>
<b>Event feedback</b>	Provide post-event surveys to event attendees to assess the likelihood of applying the messages, information, or resources shared during the event.	
<b>Type and tone of media coverage</b>	Conduct media analysis prior to start of campaign and immediately following campaign to identify any positive, negative, or neutral tone shifts and changes in story type (e.g., mentions versus features, etc.) in media coverage that aligns with key messages and goals	<ul style="list-style-type: none"> <li>• <b>Google News Search</b> for searching news content by terms and dates aggregated from sources all over the world.</li> </ul>

## Using the Change Continuum for Setting Evaluation Metrics

### THE CHANGE CONTINUUM



What's challenging when evaluating communications efforts is knowing where your audience sits on the change continuum. Understanding this will help you determine how far you can get your audiences to move and how long it will take to motivate their movement. Knowing these limitations is an important part of setting realistic process and outcomes evaluation metrics for system of care communities' social marketing campaigns and efforts.