M&E of Social Media

About Social Media

Social media refers to online platforms and tools (Facebook, Twitter, Instagram, Youtube, TikTok, etc.) allowing users to interact with each other, disseminate and share information and content.

Social media-based messaging can be particularly useful in EORE, as targeted ads allow messages to be sent to specific geographic regions, or demographic groups.

Monitoring Metrics/Analytics

Social media platforms allow a wider audience than traditional interpersonal EORE, facilitating self-led interactions and increased accessibility to educational materials. Platforms incorporate reach, engagement and interactions tracking tools that support monitoring the intervention's efficiency. The existing real-time tracking tools allow for swift adjustment of materials and proactive improvement of the communication strategy.

Counting Beneficiaries

Due to the nature of educational content disseminated through social media (short key messages shared separately), beneficiaries of digital EORE through social media will be counted on the basis that they received only partial EORE. It is therefore recommended to report beneficiaries of digital EORE separately from beneficiaries of interpersonal EORE.

Built-in analytics tools provide some options for demographic disaggregation, mainly focusing on sex and age. Some platforms can offer further options.

Additionally, many social media platforms allow re-targeted ads, which appear only to those who interacted with or viewed the original message. When conducting re-targeting ads survey, further opportunities for disaggregation can be sought. For instance, surveys delivered through re-targeted ads can be including the Washington Group Short Set for adults in order to identify people with disabilities, or any other diversity factors based on the context of intervention.

Output Metrics to Track

Using the ad-data pulled down from the platform analytics tracking tool, the following list of output metrics that should be tracked by those implementing EORE communication campaign through social media:

- *Metric 1*: # of beneficiaries/unique users (SADDD, plus any gender and diversity indicators of interest, upon availability in the analytics tool).
  - ⇒ "Reach" includes users who viewed, clicked and engaged with content.
- *Metric 2*: # of educational materials disseminated.
  - ⇒ "Material production" includes ads, organic posts, videos, pictures, graphics, surveys/quizzes.
- *Metric 3*: # of times the educational content has been viewed (only counting videos viewed at least 50% through). ("Impressions")
- *Metric 4*: # of times a link or call-to-action has been clicked. ("Clicks")
- *Metric 5*: # and % of people who have completed a survey after viewing the ads. ("Conversion")
- *Metric 6*: cost efficiency for paid ads.
  - ⇒ "Cost-efficiency" can be determined through several metrics such as *cost per 1,000 impressions*; cost per 1,000 people reached; cost per click, cost per engagement (calculated on the basis of all engagements, including likes, clicks, comments and share).

Users' locations should also be monitored, as some users might be located outside of the targeted area of intervention.

Measuring Successful Engagement

- Based on the available analytics tool available on the social media platform used, 'engagement' can be measured through the total number of likes, comments, shares and other interactions for the educational content shared.

- Specific benchmark for similar campaigns on the social media platform used should be conducted in the context of intervention. Such benchmark should determine the level of achievement in terms of share and engagement rates required to consider a digital EORE campaign as successful.

- Overall in 2022, NGOs had an average engagement rate per post of 0.18% on Facebook, 0.05% on Twitter, 1.10% on Instagram, and 1.95% on TikTok[1]. Those rates should be monitored as they constantly evolve.

Measuring Knowledge Change

Social media campaigns allow to measure the quality of engagement in terms of comprehension and retention of information. In order to determine knowledge change, individual surveys through re-targeted ads are the most effective.

Re-targeted ads to conduct surveys should be published prior to publication of the educational materials ads in order to establish baseline values. After the ads are delivered, surveys should be republished, retargeting users who had viewed the ads. To measure retention of the information, surveys can be republished again at intervals of 3 to 6 months.

It is possible to combine monitoring methodologies and thus triangulate the impact in terms of knowledge change, including individual survey through re-targeting ads and focus group discussions. Baseline and endline data should be collected.

Questions specific to knowledge should be integrated in both survey through re-targeting ads and focus group discussions. Those related to knowledge should be adapted to the materials and messages disseminated and can include:

- Warning clues / marking used to identify a dangerous area.

- Impact of explosive ordnance related accidents.

- Actions triggering an EO to detonate.

- Relevant preventive behaviours one can adopt.

- Reporting mechanisms in place.

Knowledge and understanding of the messages can also be assessed through the analysis of comments.

Measuring Behaviour Change

Social media campaigns also allow to measure the actions taken, and behavioural change as a consequence of having seen and engaged with the ads. It is recommended to combine both focus group discussions and re-targeted survey ads and/or phone surveys.

Focus group discussion shall be conducted in the targeted geographical areas where the ads are planned/were disseminated.

Questions specific to behaviour change should be adapted to the materials and messages disseminated and can include:

- Exposure to the threat and typical response, including actions and behaviours.

- Awareness of the threat, including EO risk education and clearance.

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[1] *Social Insider (2022) 2022 Social Media Industry Benchmarks. Available at:* https://www.socialinsider.io/blog/social-media-industry-benchmarks/#11

- ⇒ Additional questions should be included for post-campaign FGD on increase of awareness on EO-risks after having viewed the ads.
- Unsafe behaviours, including knowledge of unsafe behaviour, risk profiles and at-risk groups, perception.
  - ⇒ Additional questions should be included for post-campaign FGD on reasons preventing people from adopting a safer approach to the EO threat.
  - ▪ Safe behaviour, including options to increase safe behaviour and knowledge of safe behaviour.

Another mean to test behaviour change on social media could be deployed through gamification, building scenarios and requiring users to identify how they would react in different situations.

Limitations

By their nature, ads disseminated through social media will be focusing on one or two messages and will not deliver a comprehensive EORE.

In case of low literacy, monitoring of knowledge and behavioural change through re-targeted surveys may be ineffective.

It is unlikely that enough FGD respondents will remember having viewed the ads to make comparisons between participants who had and had not viewed the ads.

Regarding re-targeting surveys, users frequently start surveys without completing them, so the first questions will likely have more responses than later questions. Survey questions should be prioritized and ordered accordingly. Only surveys filled at least at 80% should be considered for analysis.

For video ads, the retention of users' attention is also essential to be considered, for instance 'Percent of viewers retained at the 25%, 50%, 75%, and 100% marks'. This metric allows analysis of when users lost interest in the ad and is used to determine if the length of the ads is appropriate.

Summary and Conclusions

Delivering EORE through Social Media and its M&E offer the opportunity to have a wider reach than through interpersonal EORE sessions. Existing analytics tools on the platform used allow to track engagement and interactions with the content, allowing to quickly adjust the communication strategy. However, M&E methodology should consider the partial access to EORE messages through such channel.