Monitoring & Evaluating Social Media
Reach

Are you attracting your intended audience?

• Facebook and Twitter metrics:
  – Follower count
  – Page likes

• Limitations:
  – Are they TIS followers? (shared space)
  – Low value stats - ‘vanity metrics’ (reads not engagement or impact)

• Need to look at individual posts
Engagement
Is your audience involved with your message?

• Did your post grab people’s attention?
  – Message ‘amplification’ – shares/retweets per post

• Did people like your message?
  – Applause – retweets, likes etc

• Did you start a discussion?
  – Conversation rate - on Facebook this is the number of comments, on Twitter its replies

• ‘Star Posts’ - monitor what grabs the attention of your followers so you can keep doing what works.
Built in analytics

- Facebook:
  - ‘Insights’ (available once 30 people have liked your page)
  - N who have seen your content
  - Post clicks
  - Reactions, comments and shares
  - Total video views
  - [https://www.facebook.com/help/268680253165747](https://www.facebook.com/help/268680253165747)

- Twitter:
  - ‘Tweet Activity Dashboard’ (updated in real time-
  - N who have seen your tweet
  - N interactions – e.g. retweets, replies and follows for each tweet
  - N likes for each tweet
  - [https://support.twitter.com/articles/20171990](https://support.twitter.com/articles/20171990)
Did you cause people to take action?

- Use content as qualitative data to describe your users’ interactions with your message and each other:
  - Written content of comments/replies
  - Emoticons and emojis associated with a post
  - Use of photos in comments/replies
Tips on measuring impact

• Start by focusing on your most popular post/tweet and look at the content of comments/replies:
  – themes or ideas in the content
    • What do you think the person wanted to achieve/show by their comment/reply?
    • What are the TIS messages?
  – Or use a pre-defined set of codes
    • how many people mentioned quitting,
    • being smoke free,
    • cutting down
Why you need to look at content not just ‘N’
No Smokes example

- Of 8,428 followers:
  - 1.4K likes etc (message reached 16.6% of followers)
  - 592 comments (all tagged at least one other person) (42.3% of those reached or 7% of followers)
  - 25 asked the tagged person to quit (<5% of those reached or 0.3% of followers)
  - Another 25 endorsed the message in some way
  - Comments from similar number suggested their interest in the post did not relate to the anti-smoking message!
What if I don’t have data?

• ‘Silent traffic’ - reads/views but no comments/replies

• Why?
  – content is not of interest
  – reluctance to take an active role
  – page seen as a source of information not communication.

• Solution?
  – Change what you do
What is the best content?

• Compelling, shareable content ‘thumb stopping’
  – New information
  – Humour
• Keep it simple/relevant
• Include a Call to Action
  – Invitation to share the post
  – Ask for comments
  – Ask to share photo/story
  – Ask questions
  – Fill in the blanks
• Repurpose content as a fresh post
• Engage with other users content
• BE PERSISTENT!!
When should I post?

- When is your audience on line?
- Outside business hours?
  - Evenings
  - Weekends
  - Public holidays
Other tips

• Check out what’s working for other programs
• Yarning place?
• Monitor other pages:
  – Insights
  – Pages to Watch
  – Provides notifications of what’s popular on other pages
Twitter tips

• Retweet other users' tweets....
• Keep your tweets brief and relevant....
• Share a variety of links....
• Respond when someone tweets to you....
• Call to action.......
• Know your peak hours....
More information on tools and resources to support activities that work

Tools and resources to support activities that work

- Smoke-free
- Media/social marketing
- Social media and social networking
- Mothers and babies
- Adolescence/school-based education and awareness activities
- Pharmacology
- Brief intervention
- Counselling
- Quitline
- Using physical activity to enhance quit rates
- Cold turkey
For more information CONTACT US

p: 1800 282 624

e: info@tacklingindigenoussmoking.com
penney.upton@canberra.edu.au
m.harford-mills@ecu.edu.au