Planning to Evaluate Earned, Social/Digital Media Campaigns
From Theory to Application: Why Platform Matters

1 in 3 Post Content While Viewing (Bauder 2012)
Digital & Social Media in Public Health

• Public discussion on social media about both **traditional** and **new media** campaigns represents an important form of **earned media**
  
  o Potential to amplify your message

  o Increase exposure by reaching new audiences

  o Not talking about behavior change (outcomes) but increasing awareness of information
Twitter as Evaluation Tool

Tweets are concise (140 Characters in real-time)

World’s Largest Focus Group

Tweets express immediate feelings and emotion (No filter)
Facebook is trying to be a platform for everyone. It is a **social network** that thrives on an expanding social graph, connections made and strengthened by relationships, even if those relationships are a blend of strong and weak ties.

Twitter on the other hand, is an **information network** that forms an interest graph where people follow others based on shared interests, aspirations, dislikes, etc., whether or not a relationship exists.
Communications Plan

Goals

Timelines

Key Results

Internal Document

Deliverables

Identify Platform

Source: https://flic.kr/p/6K9jC4
Communications Plan

• Objective 1:
  • Activity 1.1:
    • Timeline:
    • Key Result:

• Objective 2:
  • Activity 2.1:
    • Timeline:
    • Key Result:

Tools You Can Use

- Basecamp
- Trello
- Excel

Source: https://flic.kr/p/6K9jC4
Source: https://flic.kr/p/7f23xg
Source: https://flic.kr/p/jt23cg
Social Media Policy

Internal Document

Purpose (Intention)

What will we be known for?

Who (literally) speaks for us?

Follow/Like Strategy

What will we post?

What won't we post?

How will we handle a (social media) crisis?
Engagement

Growing your Audience

Fa$t  Slow

#Winning Content

Social media comes at a freemium
#FreeNotFree

Define Roles & Hierarchy

Future of brand is collaborative says @briansolis at #AdobeSocial - totally agree!
Collaboration is the future competition!

4:12 AM - 12 Jul 2013
Tools You Can Use

- DIY OFF THE SHELF
- AUTOMATION
- FREE
- PAID

- PLANNING
- IMPLEMENTATION
- EVALUATION & SURVEILLANCE
Oh NO!
I'm not a data scientist
The Meaning of Your Data

Data are more than a string of numbers. They have meaning. They represent something of interest.

Every time we use a metric, we need to ask, "What does that number mean? What does it measure?"

You need **subject matter experts** to help evaluate your measures.

You are the subject matter experts of your data
Social Media Evaluation in Public Health

• By gaining a better understanding of how much the general public is talking about a media campaign, and what they are saying, can provide useful feedback:

  o Identify particular barriers to message acceptance by specific populations

  o Determine which messages are resonate best

  o Develop specific messages for future social media campaigns and traditional media efforts that might have a greater impact
How much in social media

Exposure Metrics
How much of my audience was exposed to my content?

• # of Followers, Friends, Subscribers
• # of Tweets or Posts
• # of Likes
• # of Page Views or Visits
• # of Replies or Comments

Sharing Metrics
How much of my content was shared?

• # of Retweets or Shares
What they are saying in social media

Content Analysis

Coding tweets and posts for

- Message themes or topics
- Hashtags (#CDCTips, #FinishIT)
- Stakeholders / Sources (Doctors, Homecare Providers)
- Positive or negative sentiment
- Message acceptance or rejection
Categorizing Engagement for Effective Messaging
Direct Promotion – Campaign generated content (This is YOU)

• How much of your own content did you generate (# of posts) for your campaign?
  • Dig deeper by categorizing your content by topics
  • Measuring content (retweet, likes) to see what resonates
  • Repeat (Feedback Loop)
Earned Promotion – Posts containing links to news, blogs, videos, own content, etc.

• How much of your own content was regenerated or shared?

  • Not looking at campaign generated content but can include retweets or reposts?

  • Dig deeper by categorizing by stakeholder or source to see who the content resonated with

• Repeat (Feedback Loop)
**Organic Conversation** – If your campaign generated a strong impression then often the reaction can be found in social media

- Mainly used to measure reaction to television campaigns
- This conversation is the most difficult to identify
- Posts are not prompted by social media content but traditional media like television often not using campaign #hashtags
- Repeat (Feedback Loop)
Methods of Analyzing Social Data
Time Series Analysis –

Examining tweets over time

• Can be useful in determining when/why my campaign was resonating?

• Why were their different peaks in hashtags, retweets or repost?
  • and how these increased nodes of conversation relate to time

• What do different peaks in data mean (content resonance)?

• Remember – Twitter is in real time so peaks could be related to exposure to the tweet or post
Sentiment Analysis –

What is the attitude or opinion of a text?

• Can be helpful in determining if your campaign is resonating **successfully**?

• Works well with Twitter (< 140 characters)

• Remember: sentiment is subjective

• What is?
  
  • Positive, Negative, or Neutral Sentiment
  • Acceptance or Rejection of a message

• Need to define these definitions before analysis

• Off the shelf or outsourcing sentiment might not include customizable categories

• After analysis look at your data > Does it make sense?
Network Analysis–

Visualization of interconnections between social data users

- Can be useful in determining the connections of users who follow my campaign and/or tweet or post about my campaign.
- Trying to understand how and why people are grouped together
- What is their common identity and affinity to each other
- Early network analysis of CDC Tips 2015 found a cluster of vaping advocates that voiced a concern about CDC Tips messaging
Machine Learning Classification—

Humans training machines to classify data

• Reiterations of human coding training data
• Machine based algorithms
• Useful in coding large datasets especially Twitter
• Often used by text analytics companies
• Can be subjective based on methods
  • Look at data and ask questions

The best coder is a human and not a machine
Tools for Collection and Analyzing Social Data

Collection

DiscoverText- [http://discovertext.com/](http://discovertext.com/)

- Platform that collects, cleans, and analyzes social data
- Connection to Twitter public APIs as well as firehose
- No coding needed
- Works in the cloud
- Subscription based

#Tags – [https://tags.hawksey.info/](https://tags.hawksey.info/)
- Google sheet template that runs automated search results
- Connection to Twitter public API but no firehose
- Requires some technical ability
Tools for Collection and Analyzing Social Data

Analysis = Visualization

Microsoft Excel
• Coding by inserting a column
• Using search filter and pivot table to analyze data
• Limited to one million lines of data (one million tweets or posts)
• Decent visualizations

Tableau
• Connects to excel and text based files
• Intuitive (reads dates as dates, numbers as numbers)
• Easy to use drop and drag data similar to Excel pivot tables
• Robust data engine
• Beautiful visualizations
Health Media Collaboratory
Analysis Examples
Cross-tabulation of Metrics with Content Analysis

CDC Tips 2012: 51,580 tweets referenced a CDC Tips ad

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<th>Tweets</th>
<th>%</th>
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<th>Disapproval</th>
<th>Fear</th>
<th>Laugh</th>
<th>Sad</th>
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</tbody>
</table>

Social data as feedback
CDC Tips 2012: Relationship between TV Exposure (ratings) and Tweets

Spearman Rank Correlation 0.83 (p<0.0001)
Pearson Correlation Coefficient 0.64 (p<0.0001)
Truth Initiative – Left Swipe Dat

Grammy Awards

Search Rules
- @TruthOrange
- #LeftSwipeDat
- #LeftSwipeDat & @TruthOrange
- Other Keywords

Tweet Sum

Feb 4, Feb 14, Feb 24, Mar 6, Mar 16, Mar 26, Apr 5, Apr 15, Apr 25, May 5, May 15, May 25, Jun 4
Stay in Touch

bit.ly/hmctools

@HMCollab

bit.ly/bloghmc