# North Dakota Rape Prevention Education – Guide to Social Media in Evaluation

Welcome! This is a guide to accompany The Improve Group’s 3-part training on Social Media in Evaluation.

As social media is growing and becoming part of the fabric of our society, it has become an essential element of how organizations engage with communities.

The goal of this 3-part training is to arm you with a basic understanding of social media platforms, provide the tools to conduct basic analysis of social media activity, and show you how to create a social media plan for marketing your events.

For each part of the training, this guide provides a link to the video training, a time log of what point in the video you can access certain information, information on all the documents we prepared to accompany that part of the training, and additional links to resources that were provided during that section of the training. We have also embedded time-links in the description of each of the videos so that you can easily reference that part of the training.

If you have additional questions and comments about this training, please contact:

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## Part 1: Social Media Basics & Tools

Link: <https://www.youtube.com/watch?v=-wL6A2v3EFc> | Length: 53:23

In Part 1, Social Media Basics & Tools, we look at the most popular social media platforms used in America today. This includes Facebook, Twitter, YouTube, Instagram, Snapchat, Pinterest, Live Video Streaming, and LinkedIn. For each platform, we explain what it is, how to use it, and the pros and cons of using each. We then highlight whether analysis of your posts are supported by the tools that the platform provides. Finally, Part 1 concludes with details about online tools that help you optimize and track your social media content, as well as tips and tricks for using each.

### Video time log:

**Facebook (3:10 – 14:16)**

* What is it?: 3:10 – 4:57
* How do I use it?: 4:58 – 8:17
	+ Pages: 8:18 – 10:07
* Pros: 10:08 – 12:29
* Cons: 12:30 – 14:12

**Twitter (14:17 – 25:29)**

* What is it?: 14:17 – 16:19
* How do I use it?: 16:20 – 22:16
* Pros: 22:17 – 24:13
* Cons: 24:14 – 25:29

**Instagram (25:30 – 31:53)**

* What is it?: 25:30 – 27:07
* How do I use it?: 27:08 – 29:35
* Pros: 29:36 – 30:29
* Cons: 30:30 – 31:53

**YouTube (31:54 – 34:52)**

* What is it?: 31:54 – 32:35
* How do I use it?: 32:36 – 33:35
* Pros: 33:36 – 34:19
* Cons: 34:20 – 34:52

**Snapchat (34:53 – 38:37)**

* What is it?: 35:13 – 36:07
* How do I use it?: 36:07 – 37:08
* Pros: 37:09 – 37:41
* Cons: 37:42 - 38:37

**Pinterest (38:37 – 42:18)**

* What is it?: 38:37 – 39:59
* How do I use it?: 40:00 – 40:38
* Pros: 40:38 – 41:21
* Cons: 41:21 – 42:18

**Facebook Live / Periscope (42:19 – 46:26)**

* What is it?: 42:19 – 43:00
* How do I use it?: 43:01 – 43:51
	+ Why go live?: 43:51 – 44:23
* Pros: 44:24 – 45:11
* Cons: 45:12 – 46:26

**LinkedIn (46:28 – 49:07)**

* What is it?: 46:28 – 47:00
* How do I use it?: 47:00 – 47:49
* Pros: 47:50 – 48:22
* Cons: 48:23 – 49:07

**Buffer / Hootsuite (50:00 – 53:01)**

* What is it?: 50:00 – 50:58
* How do I use it?: 50:58 – 52:15
* Pros: 52:16 – 53:01

### Accompanying documentsNo accompanying documents for this part of the training

### Additional Resources:

* Social Media Growth Statistics from Pew Research Center: <http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/>
* Facebook: [www.facebook.com](http://www.facebook.com)
* Twitter: [www.twitter.com](http://www.twitter.com)
* Instagram: [www.instagram.com](http://www.instagram.com)
* YouTube: [www.youtube.com](http://www.youtube.com)
* Snapchat: [www.snapchat.com](http://www.snapchat.com)
* Pinterest: [www.pinterest.com](http://www.pinterest.com)
* Facebook Live: <https://live.fb.com/>
* Periscope: [www.periscope.com](http://www.periscope.com)
* LinkedIn: [www.linkedin.com](http://www.linkedin.com)
* Buffer: [www.buffer.com](http://www.buffer.com)
* Hootsuite: [www.hootsuite.com](http://www.hootsuite.com)

## Part 2: Analyzing Social Media Activity

Link: <https://www.youtube.com/watch?v=5hzNGKMPXGk> | Length: 36:22

In Part 2, we focus on analyzing your social media activity. First we talk about defining your baseline – where does your organization currently stand in terms of its social media activity, and how does that stack up against other agencies doing similar work? We then dive deeper in to what kinds of engagement activities are important to track and how you can search keywords and hashtags to follow digital conversations over time.

Second, we walk through how to measure your organization’s activity on Facebook and Twitter. As part of this training, we have created a customized Excel dashboard you can use to track your social media activity. This section focuses on how to pull data from Twitter and Facebook, and then plug that data in to the dashboard to track your activity over time.

Finally, we discuss how you can follow specific conversations on social media platforms and track these conversations over time. This section helps inform how you can develop and follow specific hashtags and keywords as well.

### Video time log:

**Defining Your Baseline:**

* Defining your Indicators: 2:54 – 4:26
* **Activity** – brainstorming keywords and hashtags: 4:27 – 5:10

**Measuring your Activity:**

* Introduction: 5:15 – 7:26
* What to track for Facebook: 7:27 – 9:13
* Detailing the Quarterly Engagement Data Dashboard and its data points: 9:14 – 11:49
* Exporting data from Facebook: 11:50 – 14:26
* Pulling Facebook Data into Quarterly Engagement Data Dashboard: 14:27 – 17:00
* What to track from Twitter and Exporting Data from Twitter: 17:01 – 20:13
* Pulling Twitter Data into Quarterly Engagement Data Dashboard: 20:14 – 21:52
* Summary points and additional ideas related to Data Dashboard: 21:53 – 22:58

**Measuring your Impact on Attitudes:**

* Introduction: 22:59 – 23:54
* Conversation tracking and its challenges: 23:54 – 25:45
* Defining a meaningful search query: 25:46 – 27:41
* How to use Twitter’s Search Function: 27:42 – 29:20
* **Activity** - Explore Twitter Search Function: 29:27 – 30:27
* Tools to Gather & Analyze Twitter Data: 30:30 – 35:54
	+ Preview of Tools and introducing TAGS: 30:30 – 32:42
	+ Downloading and using TAGS: 32:42 – 34:44
	+ Analyzing the data you’ve pulled from TAGS: 34:45 – 35:54

### Accompanying documents

* **Quarterly Engagement Data Dashboard**: This is the Excel file that the presenter uses during the video presentation to plug in data from the following two examples. This tool was created to help you manage your social media data moving forward.
* **Protocol for Exporting Facebook and Twitter Data**: This document provides a step-by-step process for pulling your data from Facebook and Twitter
* **Example - Facebook Exported Data**: This is the Excel file that the presenter downloads from the Facebook Insights tab and uses to pull data into the Quarterly Engagement Data Dashboards. The columns highlighted in this document contain the important data points provided by the presenter.
* **Example - Twitter Exported Data**: This is the Excel file that the presenter downloads from the Twitter analytics website and uses to pull data into the Quarterly Engagement Data Dashboards. The columns highlighted in this document contain the important data points provided by the presenter.

### Additional Resources:

* More information on what data is important to track and where the data dashboard derived from, courtesy of **Social Media Examiner**: <http://www.socialmediaexaminer.com/analyze-social-media-with-excel/>
* Link to Twitter search function: <https://twitter.com/?lang=en>
* TAGS – link to access this software: [www.tags.hawksey.info](http://www.tags.hawksey.info) (course that further details how to use TAGS included in the next link)
* FutureLearn Course (free) - Social Media Analytics: Using Data to Understand Public Conversations: <https://www.futurelearn.com/courses/social-media-analytics/>
	+ This tool will give you more information about how to use TAGS and Tableau to pull data from Twitter’s API and analyze it to get meaningful results on conversations that are occurring on Twitter.

## Part 3: Designing your Social Media for Success

Link: <https://youtu.be/pS1Aq1A6_SY> | Length: 33:56

The goal of this part of the training is to help you develop a social media strategy for marketing your events.

First we walk you through developing a measurable social media strategy for an upcoming event. This covers all the steps you need to take on social media to increase your reach and encourage engagement from the people who are attending your event.

After we create a social media strategy for your event, we will provide some tips for engaging your audience during an event, and then ideas for following up with them after the event, in order to encourage continued engagement and conversation.

### Video time log:

**Preparing your Social Media** **Before an Event**:

* Developing a Hashtag: 2:57 – 3:58
* Creating a Promotion Plan: 3:59 – 5:03
* Leveraging Facebook, Twitter, and YouTube: 5:03 – 6:50
* Leveraging Community Advocates: 6:50 – 8:23
* Promoting Content through other media channels: 8:23 – 9:30
* Scheduling posts leading up to your event: 9:30 – 10:50
* Additional options: 10:50 – 12:20

**Activities:**

* Introducing Breakout Activities: 12:21 – 13:15
* Creating a Hashtag: 13:15 – 15:21
* Developing Keywords: 15:21 – 16:34
* Compiling Resources: 16:35 – 19:18
* Leveraging Community Advocates: 19:19 – 20:41
* Developing Event Invites: 20:42 – 22:19
* Plotting out Social Media Posts: 22:20 – 27:11
	+ How to use Blank Social Media Content Calendar: 22:20 – 25:55

**Engaging your Audience through Social Media During an Event:**

* Monitor and engage with attendees on social media: 27:11 – 30:31
* Organize on-site promotional campaigns: 30:32 – 31:12
* Display social media messages at the venue: 31:12 – 31:50

**Following up After an Event Has Finished:**

* Follow up with Attendees: 31:50 – 32:54
* Analyze your social media performance: 32:54 – 33:10

### Accompanying documents

1. **Breakout Activity - Planning Your Event**: This document contains the breakout activity that the presenter guides you through to help plan your next event throughout Part 3 of the training
2. **Social Media Content Calendar – BLANK**: This is the excel table that provides calendaring and organization functions to help you plan your social media posts promoting your next event. This is used as an example during Part 3 of the training.

### Additional Resources:

1. HubSpot – Social Media content Calendar: <https://offers.hubspot.com/social-media-content-calendar>
2. TweetDeck – monitor multiple social media platforms: <https://tweetdeck.twitter.com>
3. Tweetwall (now Everwall) - Display social media messages at the venue: <https://everwall.com>