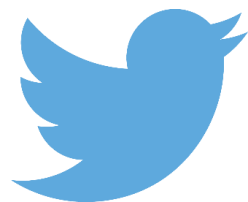


Planning to Evaluate Earned, Social/Digital Media Campaigns

OSH Media Network Webinar
February 18, 2016

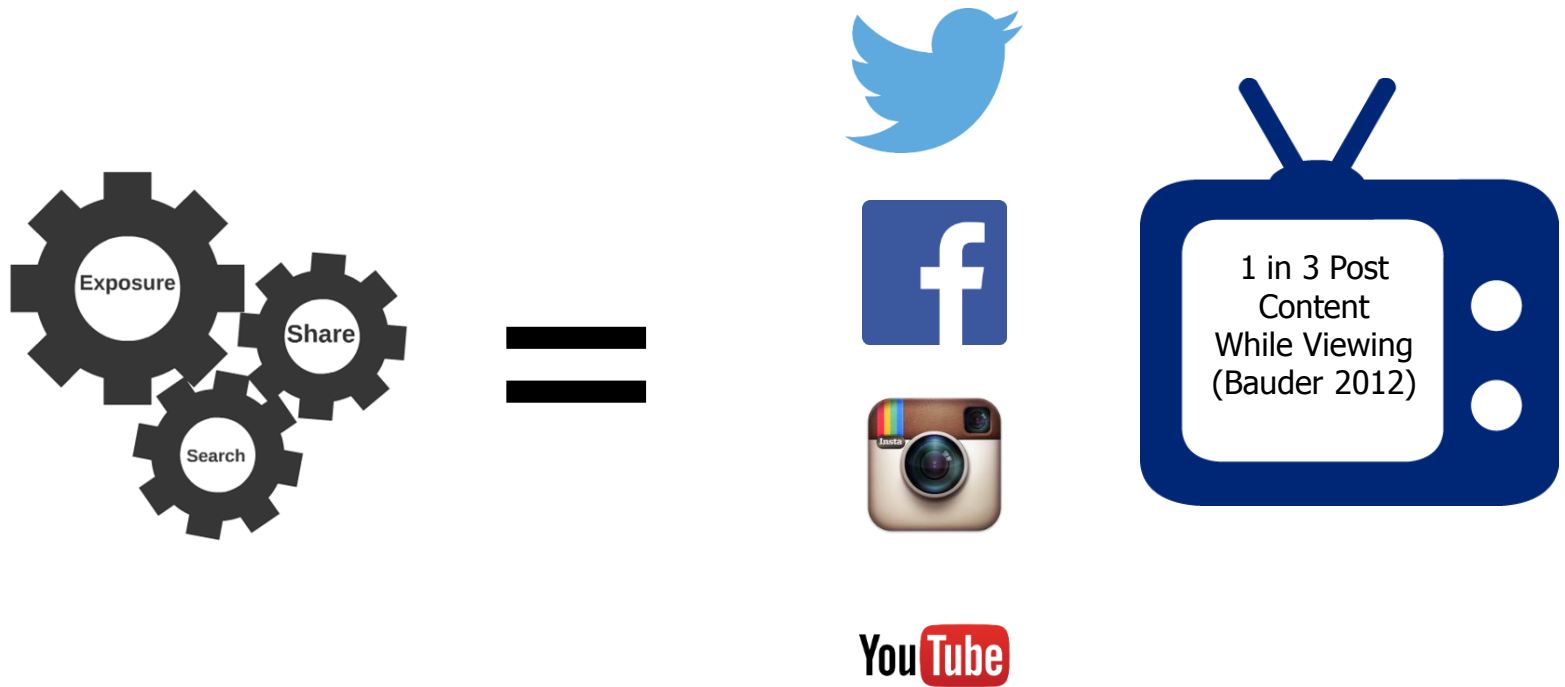
**INSTITUTE FOR
HEALTH RESEARCH
AND POLICY**





@SherryEmery

From Theory to Application: Why Platform Matters



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
 - Potential to amplify your message
 - Increase exposure by reaching new audiences
 - Not talking about behavior change (outcomes) but increasing awareness of information

Twitter as Evaluation Tool

Tweets are concise
(140 Characters in real-time)

Tweets express
immediate feelings
and emotion
(No filter)



World's Largest Focus Group

The Twitter Conflict: Twitter's New Algorithm and the Battle Between Shareholders and Stakeholders

- **Brian Solis (February 11, 2016)**

<https://medium.com/@briansolis/the-twitter-conflict-twitter-s-new-algorithm-and-the-battle-between-shareholders-and-stakeholders-b9b400fbd0#.wg54ykvot>

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.



@EmanHAly

Communications Plan

Internal Document

Deliverables

Identify Platform



O

Goals 

K

Timelines

R

Key Results

Communications Plan

- Objective 1:
 - Activity 1.1:
 - Timeline:
 - Key Result:
- Objective 2:
 - Activity 2.1:
 - Timeline:
 - Key Result:



<https://flic.kr/p/7f23xg>

Tools You Can Use



Basecamp



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?



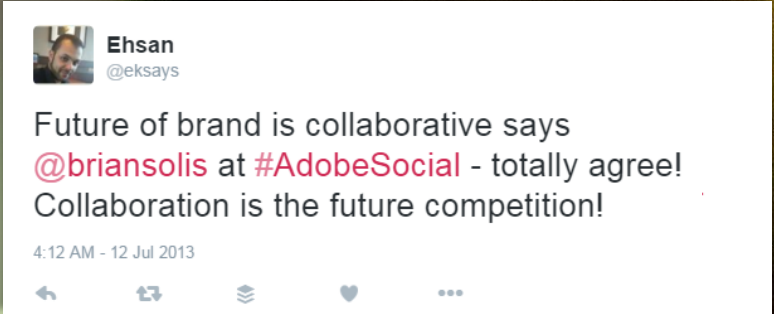
Engagement



Growing your Audience

Fa\$t Slow

#Winning Content



Tools You Can Use





@GlenSzczypka

Why Data Science Needs Subject Matter Expertise: Data Have Meaning - Bob Hayes (February 1, 2016)

<http://businessoverbroadway.com/why-data-science-needs-subject-matter-expertise-data-have-meaning>

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** :
 - Identify particular barriers to message acceptance by specific populations
 - Determine which messages are resonate best
 - 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 there 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/>)

- 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/>)

- 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

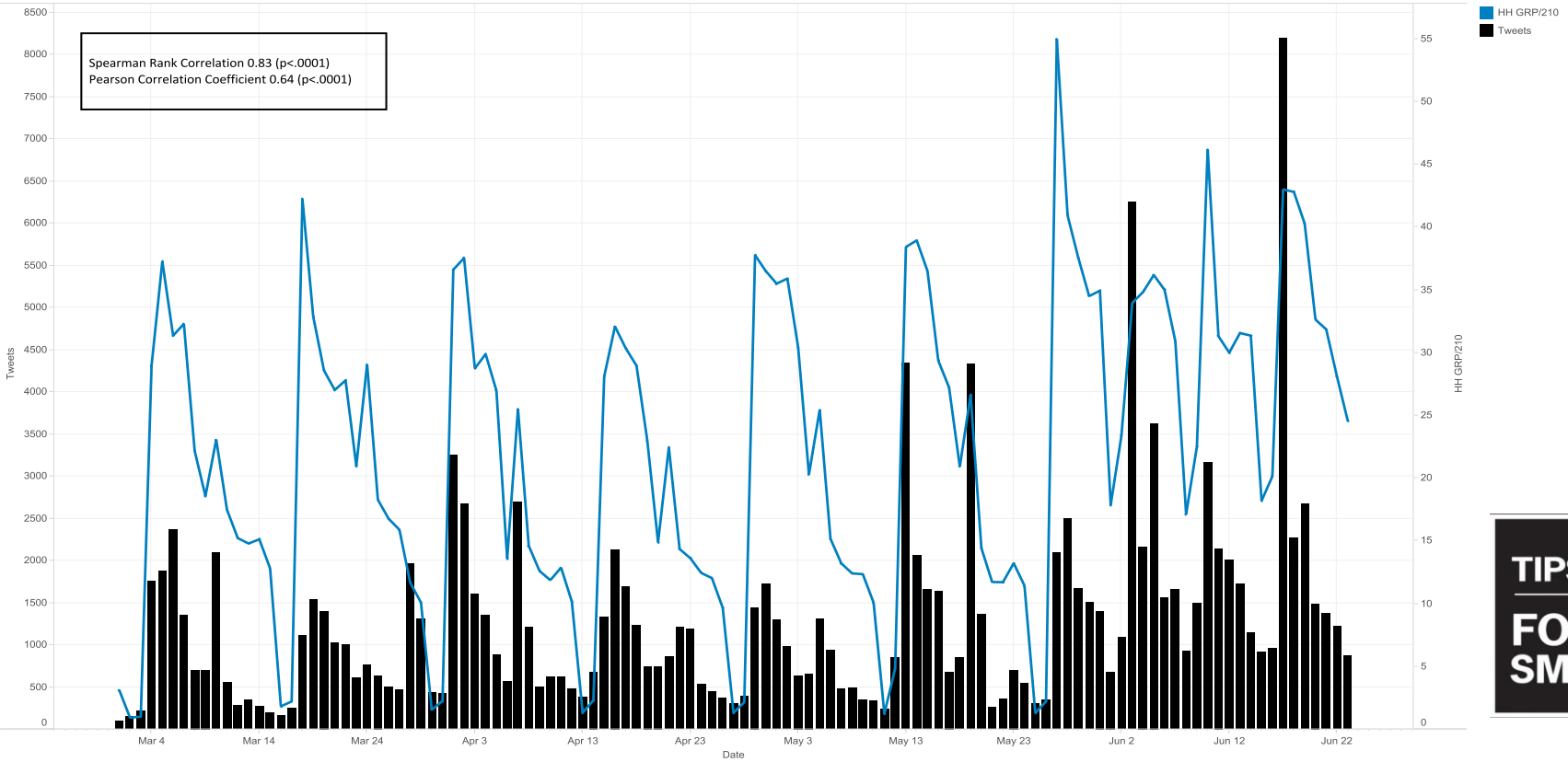
Cross-tabulation of Metrics with Content Analysis

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

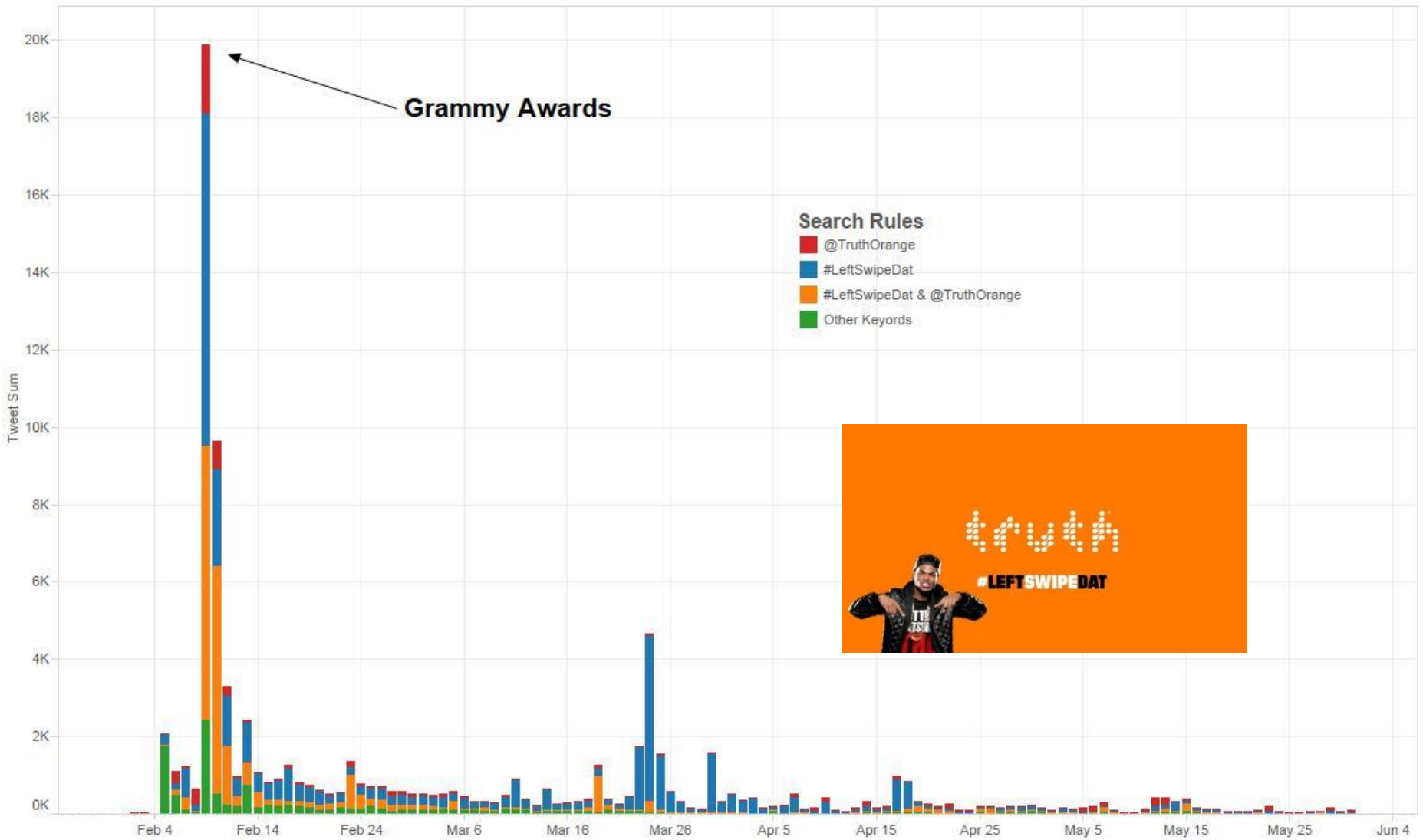
Ad	Tweets	%	Disgust	Disapproval	Fear	Laugh	Sad
Terrie	41,597	79.7%	12.4%	19.0%	36.0%	5.4%	2.2%
CDC Tips	7,304	14.0%	5.3%	4.9%	10.6%	1.0%	1.1%
Burger or Bill	1,946	3.7%	9.0%	10.3%	12.2%	3.8%	2.3%
Nathan	267	0.5%	0.0%	1.7%	1.3%	1.3%	32.4%
Michael	233	0.4%	1.1%	4.7%	3.5%	3.1%	1.1%
Suzy	212	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Roosevelt	21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Social data as feedback

CDC Tips 2012: Relationship between TV Exposure (ratings) and Tweets



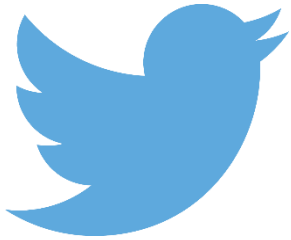
Truth Initiative – Left Swipe Dat



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