Social Media Evaluation
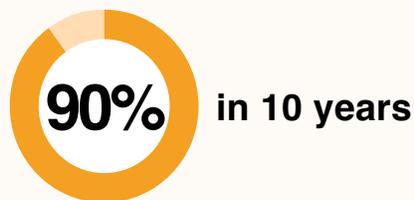## Guidance for EHE Jurisdictions

This document provides guidance and best practices on the evaluation of social media/media (SMM) campaigns. This information was gathered through TAP-in's work with Ending the HIV Epidemic (EHE) jurisdictions and with support from our TA partners at UCLA and our partnerships with EHE jurisdictions that are implementing these campaigns.

The information is meant to serve as a starting point for EHE jurisdictions to help you decide how best to measure the success of your SMM campaigns. Below, we provide concrete examples of data metrics that you can expect to receive from your campaign as well as recommended best practices for how to use as well as supplement that data to evaluate your campaign's success.

Please note that with its focus on evaluation, this resource assumes that you have already determined the campaign goals and audience. If you have not already defined your campaign goals and audience and would like technical assistance, please email us at tap-in@caiglobal.org.

What is EHE?

Ending the HIV Epidemic in the U.S. (EHE) is a whole of society effort to reduce new HIV infections in the United States by

90% in 10 years

Learn More About EHE Jurisdictions

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✉ **TAP-in@caiglobal.org**   🖱 **TargetHIV TAP-in page**

Social and multimedia platforms are a creative way for EHE jurisdictions to facilitate improved awareness and linkage to their services. These platforms can also be a powerful way to strategically and bidirectionally connect with different populations.

EXAMPLE: *Atlanta's Greater than AIDS Media Campaign*

Atlanta launched the Greater than AIDS media campaign to increase knowledge and understanding of HIV and confront stigma. Greater than AIDS also works with a network of public and private sector partners to reach those in need and provide the latest on testing, prevention, and treatment.

As part of any SMM initiative, it is important to **plan for the evaluation of the campaign before it is launched.**

This document includes social media evaluation guidance for EHE jurisdictions, media monitoring tools, a metric directory, and social media examples.

Recommended Process for SMM Campaign Evaluation Planning

Step 1: Establish the goals of the evaluation.

Define the outcomes, the desired changes (e.g., # of scheduled appointments), and evaluation questions <u>first</u>.

- **Example:** To what extent did our campaign reach our priority population? Did the campaign move members of the priority population to engage with our services?
- SMM campaigns aim to reach EHE priority populations - those who are not being served by the current system of care. Understanding where priority populations live, what media/platforms they consume, and how services and information you provide can support them in getting linked to care, understanding care resources available, and getting them to stay in care is key to creating an SMM campaign that will help your jurisdiction end the epidemic.
- Successful EHE SMM campaigns clearly show an understanding of the needs of their priority populations, are based on HIV continuum data on priority populations, and data coming from priority population communities that describe their needs and hopes for the system of care.

Step 2: Develop measures that can help assess the goals set by the SMM and that can measure changes that you are hoping to see as a result of the campaign.

- By monitoring media engagement and geo-location data of unique users across various platforms, you are able to analyze which populations the campaign is reaching and where they are.

- Collecting demographic data from people engaging in campaign calls to action (e.g., visiting a website, requesting services, etc.) can provide more detailed information than most standard media engagement metrics. This data can demonstrate whether geographic areas and/or target populations are successfully being reached. This information can, in turn, inform future campaign cycles or new campaigns.
    - Examples of social media engagement data that is typically available through various platforms (e.g., Google Analytics, podcast platforms) includes numbers of unique IP addresses (i.e., devices, computers, phones) that were shown content (impressions), viewed content, clicked through to websites, and web-pages viewed (see Media Monitoring tool for more information). Geo-location data are typically available at the zip code or neighborhood levels.
    - More detailed data can be collected from users through interactive pop-ups, QR codes, or links to surveys/EHE staff.
    - If you plan to ask viewers of your campaign to voluntarily share data such as age, gender identity, sexual orientation, race/ethnicity, or other information linked to campaign evaluation goals – it is best practice to incentivize that data collection process (e-gift cards, linkage to care/support services, etc.).

Step 3: **Once measures are developed, the data collected should be compared to a pre-campaign baseline.**

To provide stronger evidence of campaign effectiveness, pre-campaign measures of engagement and retention in HIV care and/or ancillary services, as well as health behaviors and attitudes, can provide a baseline for comparisons that may demonstrate changes after the SMM campaign is implemented.

- **Example:** To better understand the views and experiences of Georgians with regard to HIV/AIDS, the Kaiser Family Foundation conducted a telephone survey of 556 adults residing in Georgia in the summer of 2015. Survey results helped to inform the Greater than AIDS campaign especially on topics such as stigma, misperceptions, testing, HIV prevention and treatment, and more.

Example:

The Centers for Disease Control and Prevention (CDC) launched "Get Yourself Tested" in 2009. This public health campaign encouraged young adults to get tested and treated for HIV and STDs. The annual campaign included on-the-ground events, social media materials, and media partnerships, including one with MTV, to amplify the message. In its first year, the campaign reached an estimated 20,000 youth at events and made more than 140,000 referrals to STD testing sites. These results suggested that young adults were receiving and acting on the message to get tested.

Remember:

■ SMM campaigns can and should use many different platforms. Platforms should be selected based on who the target audience is and which platforms they prefer to use:
  ✓ Social media such as Facebook, Twitter, Instagram, or TikTok.
  ✓ Dating apps such as Grindr, Jack'd, Scruff, Adam4Adam, or Her.
  ✓ Print/physical platforms like flyers, public transit ads, and billboards.
  ✓ Other media platforms like TV ads and segments, public service announcements, podcasts, and radio shows.
  ✓ Communication mechanisms like texting and email blasts.
  ✓ Campaign websites.

■ Traffic to these sources can be tracked to monitor reach and influence. For example, tracking could include the number of web page visits, the number of unique IP address visits, and the number of phone calls, emails, and/or text messages.

■ Each campaign should have a web page, phone number, email, and/or text address for people to use to get more information or to schedule appointments. These endpoints should feature information presented using a client-centered approach and be clear about how to access services.

■ The most robust evaluations use a **mixed methods approach** to data collection including both a **qualitative** approach such as focus groups or interviews to learn the community's perceptions of the campaign and a quantitative approach such as analytics on page views and client surveys, which are conducted across multiple platforms/media, and are tailored to the reading/comprehension level of your target audience(s).
  ☐ Examples of interactive ways to directly engage campaign viewers to your staff/services:
    ○ Voluntary intake form
    ○ "Get connected" button (when online) or a QR code (when on print material or television)

Ryan White HIV Care Providers
& AIDS Drug Assistance Program

If you do not have insurance or need financial assistance with your HIV care and insurance costs, there are programs that can help.

GET CONNECTED TO HIV CARE & SERVICES

Example of a "Get Connected" button

■ When considering continuous quality improvement, reviewing analytics may vary depending on the frequency of messaging. However, reviewing campaign analytics every week can help determine successful messaging strategies and allow for modification, if needed.

Media Campaign Evaluation Types and Metrics

- *Process Monitoring* involves metrics about both inputs (e.g., number of ads placed or aired, duration of billboard placements) and outputs (e.g., number of web page visits, phone calls, emails, text messages) but not impact (e.g., number of clients entering or returning to care).
  - Send a template to each communications agency that you have contracted with (see Media Monitoring tool attached) to use in their monthly and final reports.
  - Ask for images of all campaign assets.

- *Impact Evaluation* involves the assessment of how the SMM campaign being evaluated affects the campaign's desired outcomes. It can be difficult to determine a causal relationship between campaign exposure and clinical or behavioral outcomes. One way to address this difficulty is to utilize client surveys to assess recognition of campaign elements and whether the campaign had an impact on their behavior like scheduling an appointment or starting medication and so forth.
  - Many approaches are available for survey design and implementation - paper or online, random within a client population or community-wide. For technical assistance to explore which approach may be a good fit for your resources and the campaign that your jurisdiction is considering, contact tap-in@caiglobal.org.
- Together, all these approaches can be used to "triangulate" inferences about the potential impact of the campaign(s) both individually and as a whole.

Defining Evaluation Tools

Included in this document are three sample media evaluation instruments previously used by EHE jurisdictions. Each can be adapted to provide a measure of success of social media projects. Below is a brief description of each tool.

Media Campaign Monitoring and Evaluation Tool
This instrument provides a template for monitoring the implementation of a social media/marketing campaign. The tool includes definitions of common metrics for social media platforms.

Geographically Targeted Social Medial Campaign Evaluation Guidance
This guidance document includes information and example tables that provide a sample layout for organizing and assessing geographically available social media and HIV surveillance data. This data will help to determine the reach of a targeted social media campaign to improve engagement in HIV care that used a variety of social media channels.

Client Survey of Social Media Campaigns
Surveys for clients can be administered in clinic/agency settings to determine if the campaign influenced clients to seek care at the agency/clinic. The sample survey can be adopted to evaluate the reach and response to social and traditional media campaigns.

- The administration of a Ryan White HIV/AIDS Program (RWHAP) Clinic client survey should be related to the client's recall of the SMM campaign(s).
    - Post-launch surveys should include questions about the client's perceived impact of the campaign(s).
    - An example client survey, developed with another jurisdiction, is included as a separate document. Impact indicators could include:
        - # new clients who recognized the campaign or cited it as a factor.
        - # reengaging clients who recognized the campaign or cited it as a factor.
        - Viral load suppression rates for new or reengaging clients who cited the campaign as a factor.

Additional information regarding set up and implementation is included with each tool. These instruments can be adopted to fit many different types of social media evaluation efforts.