



EX POST PAPER

RAN C&N meeting: How to measure the impact of your online counter or alternative narrative campaign

Summary

How to measure, monitor and evaluate the impact of an online counter or alternative narrative message was the focus of the C&N Working Group meeting in Brussels on 13 and 14 February 2017. This ex post paper provides a condensed version of the methods, tips and ideas we shared and developed during this meeting.

This paper is produced by the RAN Centre of Excellence.





Just do it...

The key question at the Brussels meeting was how to make monitoring and evaluation more practical for CSO campaigners. Several ways of doing this were collected, or developed and discussed.

The essentials were:

- 1) plan to evaluate beforehand also in time and budget;
- 2) use realistic key performance indicators;
- 3) monitor during the campaign and if needed adjust during the campaign;
- 4) afterwards, assess whether you reached your goal.

We developed a checklist at the meeting, for use when starting to plan a counter or alternative narrative campaign.

In this checklist we follow the RAN C&N - GAMMMA Model (Goal, Audience, Message, Messenger, Medium and Action) and list questions or elements to ask or define when planning, monitoring or evaluating your campaign. Every element comes with tips, questions and attainable tasks. We believe that if you follow this checklist, evaluating will become doable and easy, and provide you with a brief, to-the-point and insightful evaluation of all your hard work.

Note: We appreciate your feedback and tips. If you think, based on your experience, that the checklist should be adapted, please e-mail us your reactions to: m.meines@radaradvies.nl



RAN Checklist: making evaluating your campaign easy			
Campaign element	Planning	Monitoring	Evaluation
G Goal	<p><i>What is your goal?</i></p> <ul style="list-style-type: none"> - Help yourself by being very SMART when formulating your goal. (Specific, Measurable, Attainable, Relevant, Time-Bound). SMART goal-setting introduces structure and trackability into your goal. It is easier to evaluate this way. - Define at least 2 Key Performance Indicators (KPIs) for reaching your goal. 	<p>Monitoring questions to ask when the campaign is running:</p> <ol style="list-style-type: none"> 1. Are we on the right track? Does our goal still seem attainable? 2. Is our campaign starting to contribute to the campaign goal? If yes, why? If not (yet), why not? 3. Check the SMART aspects of your goal. If they are not clear, review them. 	<p>Questions to answer:</p> <ol style="list-style-type: none"> 1. Did we achieve our goal? Break this answer down into the different SMART elements and elaborate briefly per element. 2. Did we achieve the KPIs? Use the KPIs you formulated before the camping started.
A Audience	<p><i>What is your target audience?</i></p> <ul style="list-style-type: none"> - Hyper target your audience, be as specific as you can be. <p>One of the biggest mistakes to make is trying to appeal to everyone with your campaign. Think about a game of darts: you have to aim in order to hit the board. Be specific about age, gender, geographical location, interests and affiliations.</p> <ul style="list-style-type: none"> - Estimate the total size of your target audience and define how many of them in numbers or in terms of a percentage that you want to reach. (Audience KPI) <p>Tip: Create an 'audience persona', this is a prototype of the person whom your campaign targets. Describe age, hobbies, what he/she is concerned with etc. By creating a real person in your mind, it is</p>	<p>Monitoring questions to ask when the campaign is running:</p> <ol style="list-style-type: none"> 1. Who are we reaching with our campaign? Does this fit our target audience? If not, adjust. Tip: Twitter (Twitter Analytics), Facebook (Facebook Insight) and YouTube (Google Analytics) and other social media platforms all provide options for checking how you are doing. 2. Who is reacting to our campaign message? Our target audience? If not, adjust. If yes, keep going and try to engage even more people from your target audience! 	<p>Questions to answer:</p> <ol style="list-style-type: none"> 1. Did we reach our target audience? Start by repeating the characteristics of your target audience and then reflect on who you have reached, who reacted and who took action. Add screenshots of the graphics produced by social media analytics in your report, but only a few. Too many graphs will only create fog. Tip: Use examples like quotes from the campaign. You can present them in small text boxes in the evaluation report. 2. Did we reach our Audience KPI? Just compare the numbers. If you reached the KPI, write down two reasons why you think you were successful. If not, write down 2 reasons why you think you did not reach them. This will help you or your colleagues when planning the next campaign.



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	easier to get a feeling for your target audience.		
M Message	<p><i>What is your message?</i></p> <ol style="list-style-type: none"> 1. Be clear about what the content of the message is that you want to get across to the target audience. 2. Formulate the message in a sentence and in words that fit with the language your target audience uses. 3. Check if your message still fits with the goal of the campaign. 	<p>Monitoring question to ask when the campaign is running: Do a check – does our message resonate with the target audience? Check the comments, discussions and reactions around the message. Analyse them. If the message does not resonate, adjust it. You can ask people from your target audience for help and input on this, even on the platform you are using to get your campaign message across. If so, keep going!</p>	<p>Questions to answer:</p> <ol style="list-style-type: none"> 1. Did our message come across? Check the comments and discussions about your message on the platforms that you used. What do they tell you? Tip: Use quotes in your evaluation report. 2. Are we still fully confident about the message attributed to the campaign goal? If so, write down two reasons why it fits the goal. If you would do it differently next time, write down the improved message and the reasons why this would have been better. You'll benefit from these insights in the next campaign.
M Messenger	<p><i>Who is your messenger?</i></p> <p>The person(s) delivering the message should be a credible voice for your target audience. Tip: Break down the elements of why the messenger(s) is credible (peer group, experience, well known, hero etc.) Tip: Check, if possible, with at least two people from the target audience as to how they perceive your messenger(s).</p>	<p>Monitoring question to ask when the campaign is running: Does the messenger(s) seem to be accepted and believed by the target audience? Check for comments about the messenger(s) on the platform that you are using. If there are comments, analyse them.</p>	<p>Questions to answer:</p> <ol style="list-style-type: none"> 1. What were the main reactions to the messenger? Check whether there were comments on the messenger. 2. Are we still convinced this was the right messenger? If so, write down two reasons why she/he was the right person. And think of other people who might have also been credible messengers. If not, brainstorm on how to do even better next time.



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M Media	<p>What is your medium? The medium (platform) that you are using should be the platform where your target audience is. Tip: Do not assume they are on Facebook or Twitter just because you are. Check with 2-3 people from your target audience or at least someone in the same age group.</p>	<p>Monitoring question to ask when the campaign is running: - Are the right people e.g. people from your target group reading/watching your message? You can check this via comments and via the analytics sections of the social media platforms. (NB: Twitter Analytics, Facebook Insight, Google Analytics.)</p>	<p>Questions to answer: 1. Was the medium/platform we used indeed the best platform(s) to use for the target audience? Elaborate on how many persons you reached and how they reacted. List two reasons why you have concluded that this was the right platform. And list at least one other platform you could have used as well. This will be interesting when planning the next campaign.</p>
A Action	<p>What is your call to action? - Be as specific as possible in defining your call to action. Describe what kind of action you are aiming for (general awareness, likes, shares, discussions, meetings organised, videos made, selfies etc.) - Try to formulate at least two KPIs - Estimate the total size of your target audience and define how many of them in hard numbers or in terms of a percentage you want to engage (Action Audience KPI) Tip: Be realistic. Choose an attainable call to action. Fit with what your target audience likes to do and choose an action which is manageable in time and effort.</p>	<p>Monitoring question to ask when the campaign is running: Are we getting any action? Check comments/discussions about your campaign. If so, keep going! And if you have time, brainstorm about how to get even more engagement/action. If not, check if your call to action is specific enough. Do people understand what you want from them? Tip: You could ask your messenger(s) to specifically promote the call to action from their own social media account.</p>	<p>Questions to answer: 1. Did the call to action lead to the desired action? Describe the actions taken by your target audience during the campaign. Tip: Use examples of actions taken by your target audience 2. Did we meet our Action Audience KPI? Check how much engagement your campaign led to and whether this corresponds to the level of action/engagement you wanted. Give two reasons why you reached the KPI. If the engagement or action differs from what you expected, write down two reasons why you think (in hindsight) the audience acted differently to expected.</p>