



This document focuses on developing a basic structure for evaluating your social media activities. For more in-depth evaluation planning, please refer to the [Consumer Education and Engagement Social Media Guide](#).

Step 1: Developing the Model

Using the activities and objectives identified in the Social Media Communications Strategy Worksheet, consider the following for each activity in your program. Note that there may be multiple inputs, outputs and outcomes for each activity.

1. What are the inputs or resources (both tangible and intangible) that need to be in place for the activities to happen?
2. What are the outputs of each activity? In other words, what will be the resulting products (usually tangible)?
3. What are the expected outcomes of the activities and outputs (usually intangible)? That is, what are the results you hope to see (e.g., increased awareness of your campaign.) If possible, break outcomes into short-term and long-term. The outcomes may be very similar to (or the same as) the objectives you developed in the [Social Media Communication Strategy Worksheet](#).



Input	Activities	Outputs	Outcomes: Short-Term	Outcomes: Long-Term
<i>Example: Messages developed by communication specialists; personnel; internet access</i>	<i>Example: Using Twitter to promote consumer education, engagement and outreach campaign to specific audiences</i>	<i>Example: Tweets posted are retweeted by others; Twitter followers gained</i>	<i>Example: Increased awareness of consumer education, engagement, and outreach campaigns or topics; Increased access to provided resources</i>	<i>Example: Increased likelihood to use provided resources and information when making child care decisions</i>

Step 2: Developing the Questions

Considering the inputs, outputs and outcomes identified above, think about how these can be measured and what data can be collected.

Inputs:

How can each of your inputs be measured, counted, or otherwise evaluated? For example, if one of the inputs is “messages developed by communication specialists,” what elements of this input can and should be measured?

Example evaluation question: How many audience-tested messages have been developed?

Input Evaluation Questions (Enter your evaluation questions below.)	
Evaluation question 1:	
Evaluation question 2:	
Evaluation question 3:	



Outputs:

How can the products of your activities be measured? For social media activities, you might answer that by using web analytics such as click-throughs and page views, the numbers of friends and/or followers gained, or messages posted.

Example evaluation questions: To evaluate outputs of a Twitter account: How many messages did we post (during a set timeframe)? How many of these messages were retweeted? How many followers did we acquire?

Output Evaluation Questions (Enter your evaluation questions below.)	
Evaluation question 1:	
Evaluation question 2:	
Evaluation question 3:	

Outcomes:

Outcomes can often be harder to measure than outputs, but doing so can be of great benefit. The evaluation questions for your outcomes will likely come from the SMART objectives you developed earlier.

For example, if your objective was to increase by 5% the number of mothers of children under age five in the Atlanta Metro area who were using your child care checklist, your evaluation question would reflect this objective.

Outcome Evaluation Questions (Enter your evaluation questions below.)	
Evaluation question 1:	
Evaluation question 2:	
Evaluation question 3:	

Resource adapted from: Centers for Disease Control, [The Health Communicators Toolkit](https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf), pages 50-51 https://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf