

# Evaluation Method: Using social media to evaluate other activities

## Overview

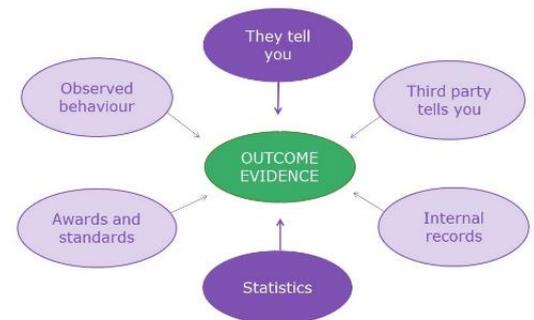
Social media (SM) is a common way of getting an organisation’s messages out and promoting events and services. It can also be a good source for unsolicited feedback that can supplement other evidence. This may be about your events and conferences or training. However, it can only be a useful source of evidence if you capture it!

## What’s required

Your normal social media channels such as Twitter, Facebook, Instagram etc. and a place to store your evidence such as a spreadsheet.

## Process

There are two types of evidence that you can capture: evidence of **reach** and evidence of **impact**. The statistics you can collect from social media analytic tools will enable you to collect evidence of reach: who has responded and what actions they took e.g. clicked on a resource link.



You can capture evidence of the impact or the difference your event has made by gathering any responses made to you on your social media channels including photographs or images. For example, you can collect tweets sent during or after an event. Seeing what people message about can tell you what they were interested in, views of speakers they agreed with, what they thought about and learned from an event. This evidence can be added to other feedback and mapped against the event outcomes to show the difference the event made.

## Capturing evidence

Create a spreadsheet to record the message and source of evidence. You can also use software or apps to gather social media posts in one place, such as Wakelet, which enables you to create an event report using social media posts.

## Useful for

Capturing ad hoc evidence which may otherwise slip the net. However, it’s important **not** to assume that one or two positive tweets or posts represent all users’ experience. It’s also useful in supplementing other evidence such as feedback collected at the event or training. It can also provide some quotes and images for reports.



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## Examples:

### 1. Spreadsheet

From	Contact details	Date and source	ESS staff	Quote	Context	Permission to use
A Third Sector Organisation	A. Person <a.person@TSO.org.uk>	17.1.20 from Twitter	Jane	Thank you for today's workshop. It's given me lots of ideas of how to evaluate my project. I feel enthused and learned a lot about setting outcomes.	After Getting Started workshops	Not at this time.

### 2. Tweets



### 3. Wakelet

Please click [here](#) to see our Wakelet report from our Inspiring Impact event 'Sharing news and feedback from evaluation' which we ran in 2018.

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We are currently working on a resource about evaluating publications. Watch out for this on our website. New resources are always listed in our newsletters. You can sign up [here](#).