

Evaluation Guide for:

Move Across Washington Social Marketing Campaign

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Introduction

The [Move Across Washington \(MAW\) Social Media Toolkit](#) is a self-contained social marketing campaign that uses social media posts, designed to help promote physical activity in communities all over Washington. The toolkit provides a timeline with pre-written copy and images to be posted over 8 consecutive weeks, along with suggestions of how to customize the messaging to different regions and communities.

Local agencies using the MAW toolkit need to report the campaign messages separately from any regular, SNAP-Ed social media posts. This guide is intended to help each local agency track the reach the Move Across Washington materials they share.

Reporting Move Across Washington in PEARS

Use the **Social Marketing Campaigns** module of PEARS to report on the 8-week MAW campaign.

Entering Data in PEARS

Please refer to the [FFY 2022 Evaluation Guidance](#) for general guidance on entering data into the PEARS Social Marketing Campaigns module.

The specifics of what to enter into the PEARS Social Marketing Campaigns module for MAW are listed below. The fields in PEARS are bolded for easier distinction.

General Information Section

- **Campaign Name:** Enter *Move Across Washington – Local Agency Name*.
- **Intervention:** Select *Physical Activity*.
- **Units:** Whatever county the agency is working in. If working across multiple counties, include all of them.

- **How many local SNAP-Ed agencies are involved in this campaign?:** If working with another SNAP-Ed local agency or group, such as with a shared Facebook page, include both. Otherwise, it's just 1.
- **Which individual knowledge/behavior or physical activity topics are you targeting with this campaign?:** Select *Reducing sedentary activities and screen time*, *Participation in sports and recreational activities*, and *Other engagement in physical activity topic, please specify*. For other topic, enter *Walking*.
- **Which stages of planning & implementation did you work on during the current reporting year?:** Select *Implementing* and *Tracking & Evaluation*.
- **Through which channels are you delivering marketing materials or interventions for this campaign?:** Select *Social media (e.g. Facebook, Twitter, and Pinterest)*.
- **In which settings are you delivering marketing materials or interventions for this campaign?** Select *Other neighborhood settings where people "live" or live nearby*, and for Settings other, enter *Social media*.
- **Campaign details:** Include what social media sites information was posted to (Facebook, Twitter, Instagram, etc.), and whose site it was (i.e. is it the LIAs Facebook page, the county health department, etc.), and any changes or customizations made to the campaign
- **File Attachments:** Upload the Move Across WA Social Media Tracking excel sheet after the 8-week campaign has been completed.

Reach Section

- **Are you tracking the campaign reach during the current reporting year?:** Select *Yes*
- **Method used to determine market size & reach:** Select *Commercial market data on audience size*

To fill out the **Market & Reach** section, use the information gathered from the Social Media Tracking Spreadsheet at the end of the campaign.

- **Market Size – Total:** This should be estimated from either the number of people who are SNAP-eligible in the county of interest (using federal definitions of poverty) or the number of SNAP recipients in the county. The SNAP-eligible population can be estimated from the [latest USDA information](#), and IAs should be able to reach out to DSHS for the latest SNAP recipient data. If there are questions on how to determine the market size, please [reach out to the Evaluation team](#).
- **Market Size – Impressions:** Combine the total reach for each social media platform. For example, if the reach was 1,675 for Facebook and 2,891 for Instagram, the Impressions would be 4,566.
- **Market Size – Reach:** Leave at 0. It is currently impossible to determine the unique reach across multiple platforms.

Evaluation Section

- **Are you conducting any evaluations of this social marketing campaign during the current reporting period?:** Select *No*

Social Media Tracking Spreadsheet

The Evaluation team created an Excel sheet to track the reach and response to the Move Across Washington campaign. The [excel sheet can be found here](#) and will need to be uploaded into PEARS at the end of the campaign.

Over the entire 8-week campaign, collect data for each posted message; this provides information on the changes in views and responses over the course the campaign. The Social Media Tracking spreadsheet is set up to record the responses to a message 1 day after a it goes live, 2 days after, 3 days after, 1 week after, 2 weeks after, 4 weeks after, 6 weeks after, and 8 weeks after a message goes live. Continue monitoring the responses to the campaign for at least 4 weeks after the final message has been shared. Please review the guidance below for information on how to track responses to MAW messages on Facebook, Instagram and Twitter.

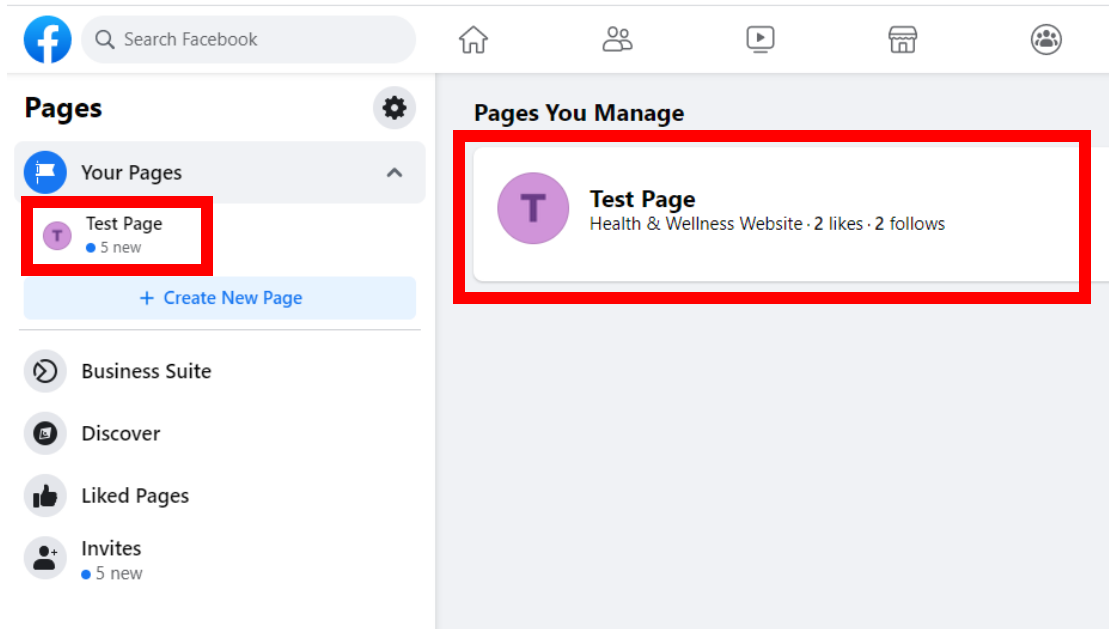
Tracking in Facebook

Data from all posts needs to be entered in the [Move Across WA Social Media Tracking Excel sheet](#).

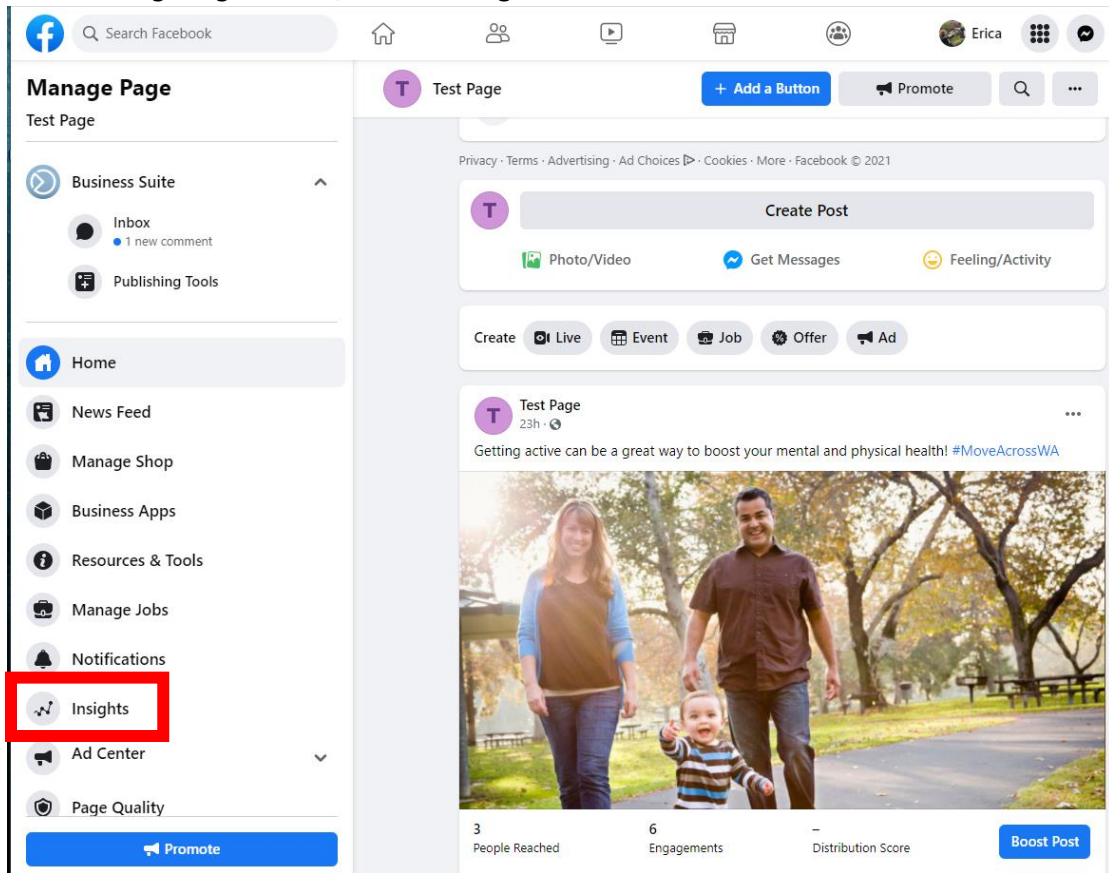
1. After logging into Facebook, go to **Pages** section. All Move Across Washington posts need to be shared on a SNAP-Ed local agency's Facebook Page, not a profile feed. Please review the [Social Media Reporting Guidance](#) to learn more about Facebook Pages and how to set one up.



2. In the Pages section, click on the associated SNAP-Ed Page, either in the section on the left, or in the center of the website.



3. In the Manage Page section, click the **Insights** button in the left column.



- On the Insights webpage, click the **Posts** button in the left column.

The screenshot shows the Facebook Page Insights interface. On the left sidebar, the 'Posts' button is highlighted with a red rectangle. The main content area displays an introduction to the new insights tool, a message about unavailable orders and messages insights, and a 'Page Summary' section for the last 7 days. The summary includes metrics for Actions on Page, Page Views, Page Likes, Post Reach, Story Reach, and Recommendations, all showing insufficient data for the selected time period.

- The Posts section has Insights for all posts made on the Page. Click on the post of interest to get the Insights for the data tracking sheet.

The screenshot shows the Facebook Page Insights interface with the 'Posts' section selected. A table titled 'All Posts Published' is displayed, showing a list of posts. The first row of the table is highlighted with a red rectangle. The table includes columns for Published date, Post content, Type, Targeting, Reach, Engagement, and Promote. The first row shows a post published on 08/31/2021 at 2:40 PM with the text 'Getting active can be a great way to boost your mental and physical'. The table also includes a 'See More' link.

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/31/2021 2:40 PM	Getting active can be a great way to boost your mental and physical	Image	Targeted	3	3	Boost Post

- After clicking on the post, a window will pop-up with the relevant information for the data tracking sheet.

The screenshot shows a Facebook post from 'Test Page' with the text 'Getting active can be a great way to boost your mental and physical health! #MoveAcrossWA'. The post features a photo of a family walking in a park. The 'Performance for Your Post' section is highlighted with a red box, showing the following metrics:

- 3 People Reached
- 1 Likes
- 2 Comments
- 0 Shares
- 1 On Post
- 2 On Post
- 0 On Post

The 'NEGATIVE FEEDBACK' section shows the following options:

- 0 Hide Post
- 0 Report as Spam
- 0 Hide All Posts
- 0 Unlike Page

In the data tracking sheet, record the reach, and the number of likes, comments, and shares.

	A	B	C	D	E	F	G	H	I	
1					Data Check - 1 Day after Posting					
2	Move Across WA Messaging	Date Content was Posted	Link to Post	Description of Content	Date Checked	Reach	Likes	Comments	Shares	D.
3		ex. Mm/dd/yyyy	Paste link to post	Include any customization of message to your community, what images or graphics were shared, hashtags used, etc.	Date and time that analytics accessed	How many people were reached by this content	How many people Liked this content	How many people Commented on this content	How many times was this content Shared	De ac
4	Week 1, Message 1	8/31/2021	k.com/permalink.php	Included image 01-Facebook-move-across-wa	09/01/2021 2:17pm	3	1	2	0	
5	Week 1, Message 2									
6	Week 2, Message 1									

- Over the entire 8-week campaign, collect data for each post regularly to monitor changes in views and response. The Social Media Tracking Excel sheet is set up to record reach, likes, comments and shares 1 day after a post goes live, 2 days after, 3 days after, 1 week after, 2 weeks after, 4 weeks after, and 8 weeks after.
- Four weeks after posting the final message in the campaign, upload the completed tracking sheet into the PEARS module. Reporting for the Social Marketing Campaign module can now be completed.

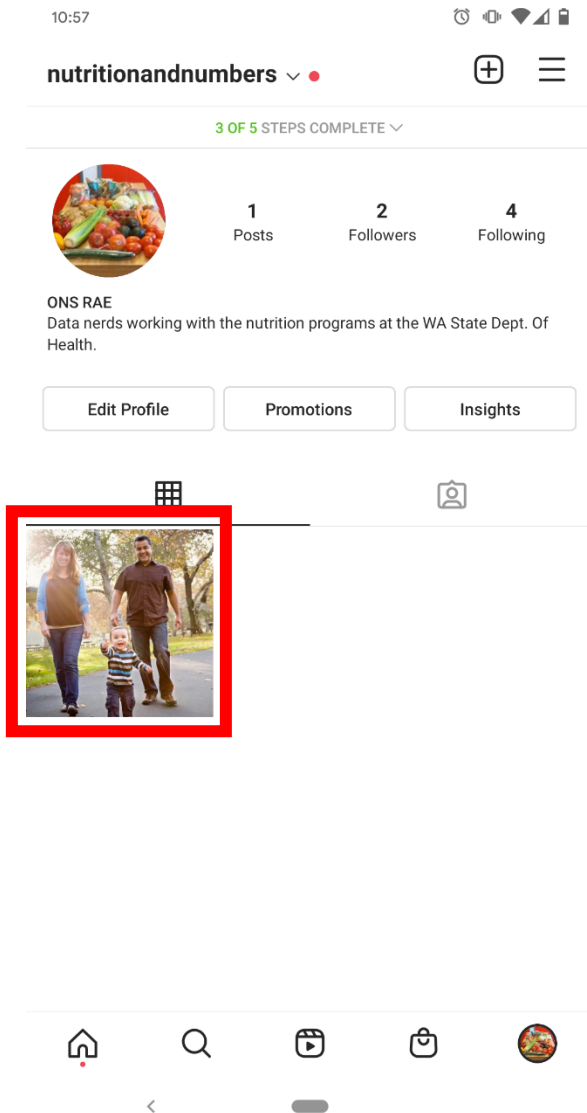
Tracking in Instagram

Data for all Instagram posts needs to be entered in the [Move Across WA Social Media Tracking Excel sheet](#).

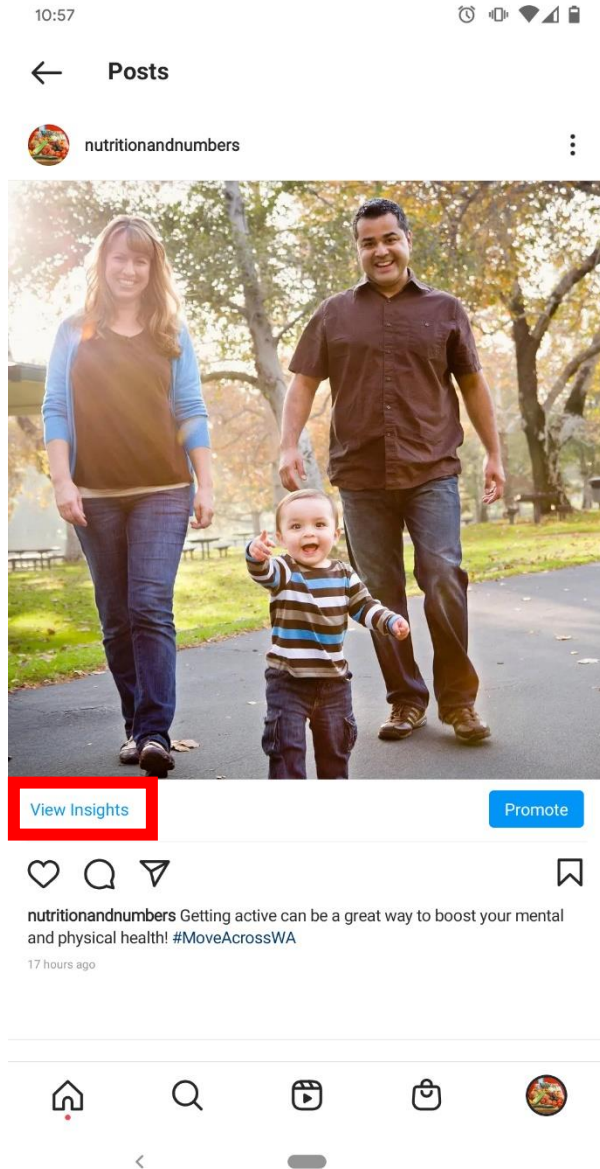
1. Log-in to the Instagram account on a tablet or phone. Make sure the account you're posting to is a Professional Instagram account; Analytics cannot be collected on a regular Instagram account. Please review the [Social Media Reporting Guidance](#) for more information on how to make a Professional Instagram account.
2. Once logged in, click on the user icon in the bottom right corner.



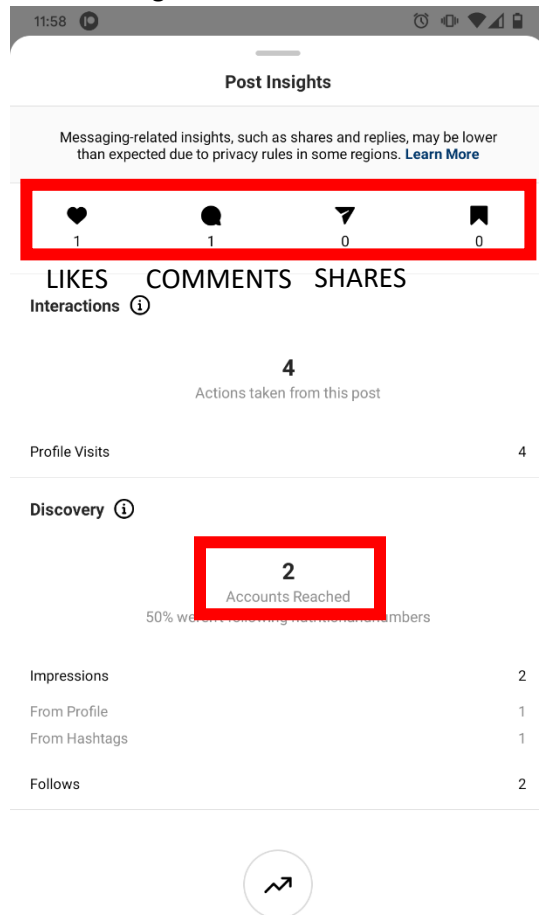
3. On the user profile page, click the post of interest.



4. From the individual post, click the **View Insights** button near the bottom of the screen



- After clicking on the individual post, a window will pop-up with the relevant information for the data tracking sheet.



In the data tracking sheet, record the impressions, and the number of replies, retweets and likes.

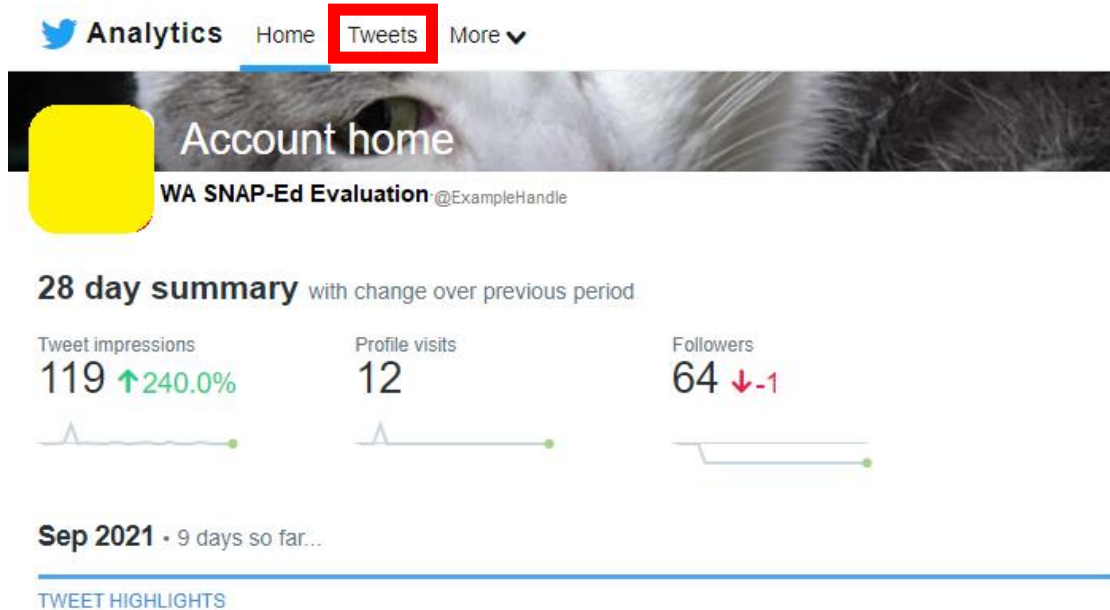
A	B	C	D	E	F	G	H	I	
Move Across WA Messaging	Date Content was Posted	Link to Post	Description of Content	Data Check - 1 Day After Posting					
	ex. Mm/dd/yyyy	Paste URL of post	Include any customization of messages to your community, what images or graphics were shared, hashtags used, etc.	Date and time that analytics were accessed	How many people were reached by this content	How many people Liked this content	How many people Commented on this content	How many times was this content Shared	
Week 1, Message 1	9/9/2021	https://www.instagram.com/p/CTnwpTVJ/	Posted message with image 01-instagram-move-across-wa, used hashtag #MoveAcrossWA	09/10/2021 11:00am	2	1	1	0	

- Over the entire 8-week campaign, collect data for each post regularly to monitor changes in views and response. The Social Media Tracking Excel sheet is set up to record reach, likes, comments and shares 1 day after a post goes live, 2 days after, 3 days after, 1 week after, 2 weeks after, 4 weeks after, and 8 weeks after.
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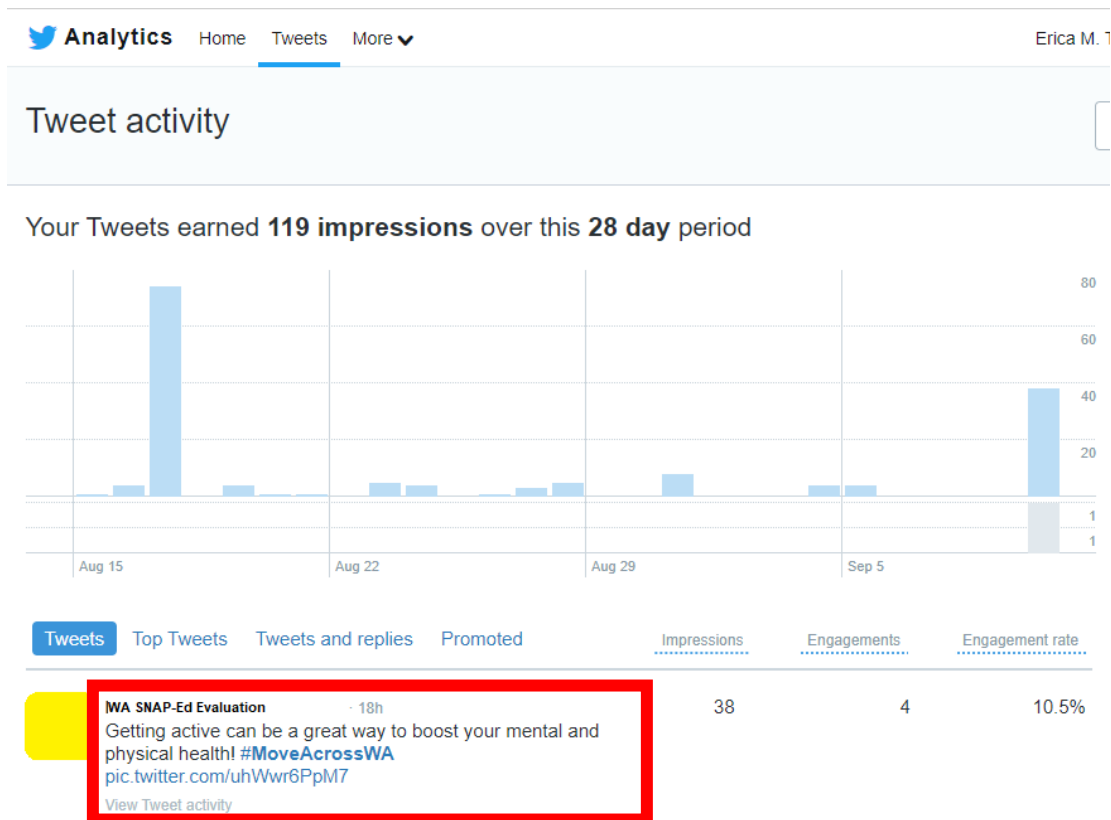
Tracking in Twitter

For all posts, data should be entered in the [Move Across WA Social Media Tracking Excel sheet](#).

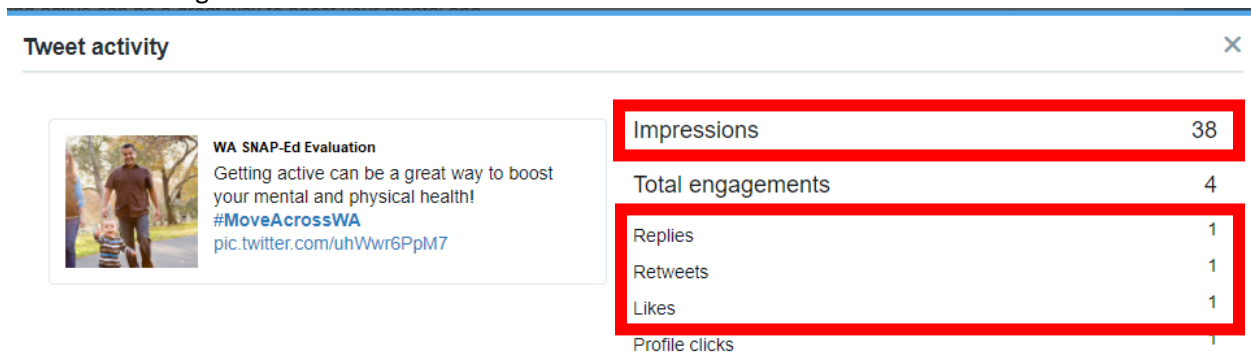
1. Go to the Twitter Analytics website (<https://analytics.twitter.com/>) and log-in to the user's Twitter account. Please review the [Social Media Reporting Guidance](#) for general information on Twitter Analytics.
2. After logging into Twitter Analytics, click the **Tweets** button at the top of the screen.



3. On the Tweet Activity page, click on the individual Tweet of interest.



- After clicking on the individual Tweet, a window will pop-up with the relevant information for the data tracking sheet.



In the data tracking sheet, record the impressions, and the number of replies, retweets and likes.

A	B	C	D	E	F	G	H	I	
Move Across WA Messaging	Date Content was Posted	Link to Post	Description of Content	Date Checked	Impressions	Replies	Retweets	Likes	
	ex. Mm/dd/yyyy	Paste URL of post	Include any customization of messages to your community, what images or graphics were shared, hashtags used, etc.	Date and time that analytics were accessed	How many people were reached by this content	How many people Liked this content	How many people Commented on this content	How many times was this content Shared	
Week 1, Message 1	9/9/2021	ricaTheMad/status/	hashtag #MoveAcrossWA	9/10/2021 11:00	38	1	1	1	
Week 1, Message 2									

- Over the entire 8-week campaign, collect data for each post regularly to monitor changes in views and response. The Social Media Tracking Excel sheet is set up to record impressions, replies, retweets and likes 1 day after a post goes live, 2 days after, 3 days after, 1 week after, 2 weeks after, 4 weeks after, and 8 weeks after.

6. Four weeks after posting the final message in the campaign, upload the completed tracking sheet into the PEARS module. Reporting for the Social Marketing Campaign module can now be completed.

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