

Fall 2015

Evaluation Tips

Social media is a way to reach audiences that don't have time to attend traditional Extension programs as well as introducing the broad range of issues that Extension addresses.

For all CES Employees:

Facebook offers Page Insights after at least 30 people have liked your Page. Use this tool to understand how people are engaging with your Page. With this tool, you can see your Page's growth, learn which posts have the most engagement, find demographic information about your audience, and identify when your audience is using Facebook. This data is available for free and can easily be customizable for time frame and downloaded to excel.

Increase your "Likes" by:

- Adding the Facebook icon to your website, so visitors know you have a presence on the social network (Place the icon high on the website page, near your navigation).
- Adding the Facebook icon to your email communication or blog to reiterate your presence on Facebook to your subscribers.
- Cross promote your Facebook page on your other social media sites. You may have followers on Twitter that have not liked your Facebook page or didn't know you had a Page.

For Specialists:

Use Google Analytics to track effectiveness

Tracking your analytics through Google allows you to see how many people are coming to your site from social networks, understand the website pages they are most interested in, and gain a better understanding for how your audience is engaging with your web content. To find this information, enter your Google analytics account and go to "Acquisitions". From here you can look at the performance of your social networks as an overview or look more specifically at referrals, activity, and user flow. All of this data allows you to gage the effectiveness of your social campaigns.

Facebook info adapted from American Evaluation Association AEA365 post June 27th, 2015.