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# Communication toolkit

## Guide for the Monitoring log

### How to fill in the monitoring coding grid

First of all:

It is generally recommended to use one excel sheet per campaign. In the empty sheet, it is possible for now to add two different formats, however, if you tested more formats during one campaign (such as videos in addition to graphs), just add new columns on the right and fill in the info as needed.

The excel sheet mainly focuses on quantitative metrics, such as the reach and engagement numbers, for Facebook, Twitter and Instagram. Of course, you only fill in the info for the networks that you shared the formats on.

In addition, the excel sheet has a small section on comments and user interaction, which allows for a quick overview on how users responded to the shared campaign. The interaction with users can further be specified in the sentiment analysis sheet, which provides the opportunity to add further info on the interaction with users.

### Quantitative Data: Reach and Engagement

First, you need to fill in the quantitative data. However, prior to adding the data, you should provide further info on the campaign: Which formats and narrative did you choose, when did you launch your campaign and did you select any hashtags?

Depending on the platform(s) you selected, you can fill in the asked data.

#### [1] Post links

Add the link to your shared campaign.

#### [2] Reach

How many people did you reach? Usually, Facebook shows you right under your shared content how many people you reached. The platform further splits whether your reach was organic or paid – paid meaning that you used money to boost your post.

#### [3] Engagement

How many people engaged and interacted with your post? This information you can further get from right under your shared content. You can also check this in your ad manager.

While engagement covers the engagement of users with your campaign overall, post engagement covers the numbers of likes/ reactions and comments in one specific post.

#### [4] Top Audience

In your insights, which are provided usually by all platforms, you can identify the characteristics of your audience and check whether you reach your target audience or not. It is highly recommended, especially with campaigns that

are spanning weeks or months, to regularly check whether you reach your intended audience during your campaign to allow for adjustments.

### **[5] Number of shares**

How many people/ pages shared your content? This is important to track to see whether your campaign has a reach also outside your own 'bubble' – and can generate impact. You can specify the re-shared in the Excel sheet *others sharing our content* as this might also affect your reach.

### **[6] Sentiment Analysis**

This section allows for a quick overview of responses to your campaign. Have they been generally positive or negative? If you have time, it is best to do the sentiment analysis in more detail in the Excel sheet *Comments\_Sentiment analysis*, however, if time is scarce, a quick overview will do as well.

### **[7] Comments**

Again: if you have the time, do the sentiment analysis in detail. Yet, if time is scarce, once again the quick overview will work and just give some basic insights in the responses to the campaign.

## **Comments\_Sentiment Analysis: How did users interact with your content?**

Now, the following guideline should help with filling in the qualitative analysis of the user interaction in the commenting sections. However, if there are none/ almost no comments below your posted format, this sheet is irrelevant for you for now.

### **[1] Link to location of interaction**

With Facebook and Twitter, it is possible to get the link of one specific comments; so here, you add the link to the specific comment of the user, which subsequently triggered a dialogue with this specific user or multiple users.

### **[2] Used format in comment section**

When 'talking' to users in comment sections, you can also use different formats, such as Memes, GIFs, links to additional info or simply text. In most cases, the interaction with users will be text-based, but this column allows you to specify, if needed.

### **[3] Used narrative/ messaging**

What narrative are you going for? Which message do you focus on in your interaction with the user? Please specify, if possible.

### **[4] Tone of narrative/ messaging**

This column focuses on your tone of user interaction. Are you funny, ironic, serious, more moralistic, more like a teacher? Please specify, if possible.

**[5] Duration of interaction**

Generally, interactions on social media are short-lived and the life span might be only one afternoon. However, some discussions do not die down that fast and might span not only over several hours, but days or even weeks (, which they shouldn't). Here, please fill in for how long you interacted with a specific user, time-wise.

**[6] No of exchanged arguments**

Similar to the previous column, this column focuses more specifically on the number of exchanged arguments. A study showed that no more than five arguments should be exchanged. So, let's hear it: how many arguments did you and the user exchange?

**[7] How many accounts involved?**

More often than not, not just one account gets involved in a debate in commenting sections. So how many people did you interact with in the above linked comment?

**[8] Used hashtags?**

Did you or someone else involved in the interaction use a hashtag? If so, which one?

**[9] Interaction successful**

Was the interaction successful, meaning: did you have an interaction with a user/ users without one of you resorting to hate speech but instead maybe triggering a reflection process?

**[10] Additional description of interaction (if needed)**

If you want to add any additional info on the interaction, here is the chance.

**[11] No of positive reactions**

Did other users get involved in the interaction, supporting your comments or arguments (either with supportive comments or likes)? Mention this here.

**[12] No of negative reactions**

Did other users get involved in the interaction, criticising your comments or arguments (either with comments or dislikes)? Mention this here.