

Health Canada and Public Health Agency of Canada

Social Media Guide

MEASUREMENT & RESULTS



Setting Objectives, Delivering Results

- It's important to set **achievable objectives and targets** at the draft stages of your social media plan so you can later evaluate if your posts are working.
- Only after defining **what success looks like** can you evaluate what works best for your chosen audience and adjust as needed.

Be **S.M.A.R.T** about your goal setting. Make sure they are:

- ✓ **S**pecific
- ✓ **M**easurable
- ✓ **A**chievable
- ✓ **R**elevant (meaningful)
- ✓ **T**imely

Health Canada's Digital Performance Measurement Team (DPMT) maintains a database of SM analytics which we call the social media archive. The DPMT can also help define goals, set targets, and evaluate performance. For more information, contact the Health Web Analytics inbox: hc.healthwebanalytics-analysewebdelasante.sc@canada.ca

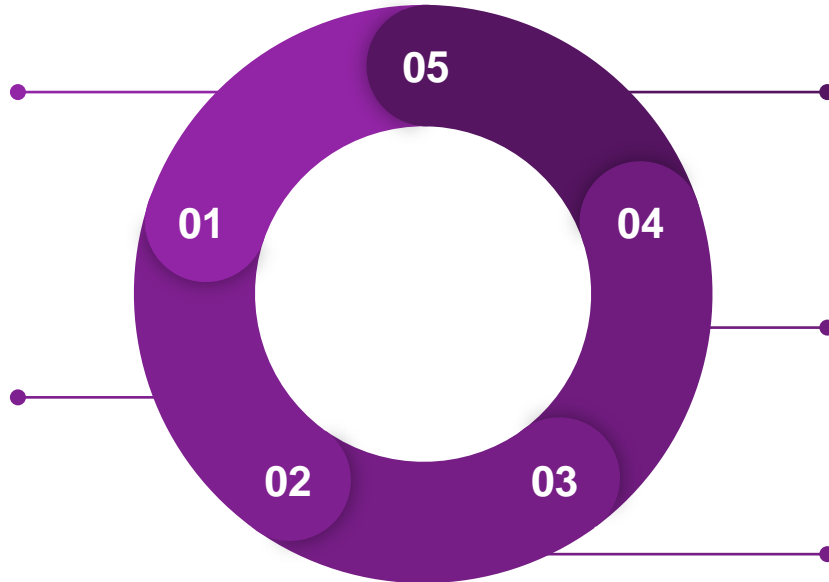
Setting Objectives, Delivering Results

Step 1: Set Objectives

Determine what tangible outcomes you are trying to achieve with your SM plan

Step 2: Define KPIs

Choose key performance indicators (KPIs) that provide evidence of meeting those objectives



Step 5: Evaluate

Collect the KPIs, compare against the targets, investigate why and share the information to inform continuous improvement













Step 4: Set Targets

Set a meaningful and realistic S.M.A.R.T target (i.e. number) for each performance indicator

Step 3: Outline Data Strategy

Specify when, how, and where (i.e. which tool) you will collect that required data from, and what you will be measuring against (account average, last month, pre-campaign period, etc.)

Understanding Evaluation and Social Media Goals

Step 1: Set Objective	Action (based on objective set)	Step 2: Define KPIs	Step 3: Outline Data Strategy (Comparisons)
INFORM	  VIEWS (impressions)	  Views/post	Compared to... <ul style="list-style-type: none"> → Account average → Topic average → A different time period → GoC benchmarks/averages
ENGAGE	  INTERACTIONS (clicks, comments, shares, etc.)	  Engagement rate, video watch rate, etc.	
DRIVE TO WEB	  LINK CLICKS	  Click-through rate (CTR)	