**Campaign Report:**

**[Insert Month and Year or the Date Range Your Report Outlines Here]**

|  |  |
| --- | --- |
| **SOCIAL MEDIA: FACEBOOK** | |
| **SOCIAL MEDIA PLATFORM** | |
|  | |
| **DATA COLLECTION PERIOD** | |
|  | |
| **TOTAL NUMBER OF POSTS PUBLISHED** | |
|  | |
| **NUMBER OF POSTS USING ‘VACCINATION IS…’ CAMPAIGN CONTENT, RESOURCES, OR TOOLS** | |
|  | |
| **POST TOPICS AND FREQUENCY (OPTIONAL)** | |
| Topic: | Number of Posts: |
|  |  |
|  |  |
|  |  |
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|  |  |
|  |  |
|  |  |
| **PEOPLE REACHED** | |
| Total Number of People Reached: |  |
| Average Number of People Reached Per Post: |  |
| **ENGAGED USERS** | |
| Total Number of Engaged Users: |  |
| Average Number of Engaged Users Per Post: |  |
| **TOTAL ENGAGEMENT (OPTIONAL)** | |
| Total Engagement: |  |
| Average Number of Total Engagement Per Post: |  |

|  |  |
| --- | --- |
| **SOCIAL MEDIA: WHATSAPP** | |
| **WHATSAPP GROUP NAME** | |
|  | |
| **DATA COLLECTION PERIOD** | |
|  | |
| **TOTAL NUMBER OF MESSAGES SENT** | |
|  | |
| **NUMBER OF MESSAGES USING ‘VACCINATION IS…’ CAMPAIGN CONTENT, RESOURCES, OR TOOLS** | |
|  | |
| **MESSAGE TOPICS AND FREQUENCY (OPTIONAL)** | |
| Topic: | Number of Posts: |
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|  |  |
| **TOTAL NUMBER OF PEOPLE IN GROUP CHAT** | |
|  | |
| **MESSAGE VIEWS** | |
| Total Number of People Who Viewed Messages: |  |
| Average Number of Message Views Per Message: |  |

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| --- | --- |
| **SOCIAL MEDIA: INSTAGRAM** | |
| **SOCIAL MEDIA PLATFORM** | |
|  | |
| **DATA COLLECTION PERIOD** | |
|  | |
| **TOTAL NUMBER OF POSTS PUBLISHED** | |
|  | |
| **NUMBER OF POSTS USING ‘VACCINATION IS…’ CAMPAIGN CONTENT, RESOURCES, OR TOOLS** | |
|  | |
| **POST TOPICS AND FREQUENCY (OPTIONAL)** | |
| Topic: | Number of Posts: |
|  |  |
|  |  |
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| **ACCOUNTS REACHED** | |
| Total Number of Accounts Reached: |  |
| Average Number of Accounts Reached Per Post: |  |
| **ENGAGED USERS** | |
| Total Number of Engaged Users on All Content: |  |
| Average Number of Engaged Users [Per Post or for Posts/Stories/Live Streams]: |  |
| **TOTAL INTERACTIONS (OPTIONAL)** | |
| Total Interactions: |  |
| Average Number of Total Interactions Per Post: |  |

|  |  |
| --- | --- |
| **SOCIAL MEDIA: TWITTER** | |
| **SOCIAL MEDIA PLATFORM** | |
|  | |
| **DATA COLLECTION PERIOD** | |
|  | |
| **TOTAL NUMBER OF TWEETS PUBLISHED** | |
|  | |
| **NUMBER OF TWEETS USING ‘VACCINATION IS…’ CAMPAIGN CONTENT, RESOURCES, OR TOOLS** | |
|  | |
| **TWEET TOPICS AND FREQUENCY (OPTIONAL)** | |
| Topic: | Number of Tweets: |
|  |  |
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|  |  |
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|  |  |
|  |  |
| **ENGAGEMENT (OPTIONAL)** | |
| Total Engagement: |  |
| Average Number of Engagements Per Tweet: |  |

**REPORT TEMPLATE INSTRUCTIONS**

This report template is intended to report social media metric data collected with Migrant Clinicians Network’s ‘Short Version – Social Media Data Collection - Template’ Excel document. This template can be edited to meet the needs of its users and their funders. The tables above are intended to be filled out. The sections below guide users through the process of filling out the above tables.

See Migrant Clinicians Network’s ‘Short Version – Metric Definitions and Data Collection Instructions’ guide for clarification on metric definitions and how to collect metric data.

**Report Title**

**[Insert Month and Year or the Date Range Your Report Outlines Here]:** Insert the month and year or the date range that represents when the posts you are including data for in this report were published.

*Example 1: Campaign Report: April 2021*

*Example 2: Campaign Report April 1, 2021 – June 30, 2021*

**Social Media: Facebook**

**Platform:** Enter the name and link of the specific social media platform/page this section of your data report will be focusing on.

**Data Collection Period:** Enter the time range between when social media posts were published and when data for the posts was collected. This may be one week to one or more months after the post was published, depending on your rules for data collection.

*Example 1: 30 days*

*Example 2: One month*

**Total Number of Posts Published:** Enter the number of posts you published on this platform within your report date range.

**Number of Posts Using ‘Vaccination Is…’ Campaign Content, Resources, or Tools:** Only enter data for this section if it applies to your report goals or requirements. Enter the number of posts published using content, resources, or tools from the ‘Vaccination Is…’ Campaign.

**Post Topics and Frequency (Optional):** Only enter data for this section if you included it in your data collection process. Include the post topics which were covered in the posts published on this platform during the date range outlined in this report, as well as the frequency the topic was covered. See example in the table below.

|  |  |
| --- | --- |
| **Post Topics and Frequency** | |
| **Topic:** | **Number of Posts:** |
| [Example: COVID-19 Vaccine] | [Example: 3 Posts] |
| [Example: COVID-19 Vaccine for Children] | [Example 1 Post] |

**People Reached:** Include both the total number of people reached (unique users/people) on all posts as well as the average number of people reached per post.

* **Total Number of People Reached:** Enter the total number of people reached on all posts published during the time range you are writing the report for.
* **Average Number of People Reached Per Post:** To find the average number of people reached per post within a specific time range, divide the total number of people reached on all posts by the total number of posts published.

*Example: Total number of People Reached (2,500)/ Total Number of posts (35) = An Average of 71.43 People Reached per post*

*Note: Consider Rounding Number*

**Engaged Users:** Include the number of engaged users (unique users/people) who engaged in certain ways with posts published during the timeframe outlined in this report, as well as the average number of engaged users per post.

* **Total Number of Engaged Users:** Enter the total number of engaged users on all posts published during the time range you are writing the report for.
* **Average Number of Engaged Users Per Post:** To find the average number of engaged users per post within a specific time range, divide the total number of engaged users on all posts by the total number of posts published within the specific time range of your report.

*Example: Total number of Engaged Users (175)/ Total Number of posts (35) = An Average of 5 Engaged Users per post*

*Note: Consider Rounding Number*

**Total Engagement (Optional):** Only enter data for this section if it applies to your report goals or requirements. Include the number of total engagements for posts published during the timeframe outlined in this report, as well as the average number of total engagements per post.

* **Total Engagement:** Enter the number of total engagements on all posts published during the time range you are writing the report for.
* **Average Number of Total Engagement Per Post:** To find the average number of total engagements per post within a specific time range, divide the total number of total engagements on all posts by the total number of posts published.

*Example: Total number of Total Engagements (200)/ Total Number of posts (35) = An Average of 5.71 Total Engagements per post*

*Note: Consider Rounding Number*

**Social Media: WhatsApp**

**WhatsApp Group Name:** Enter the name of the specific social media platform/group this section of your data report will be focusing on.

**Data Collection Period:** Enter the time range between when messages were sent and when data for the messages was collected. This may be one week to one or more months after the message was sent, depending on your rules for data collection.

*Example 1: 30 days*

*Example 2: One month*

**Total Number of Messages Sent:** Enter the number of messages you sent in this group within your report date range.

**Number of Messages Using ‘Vaccination Is…’ Campaign Content, Resources, or Tools:** Only enter data for this section if it applies to your report goals or requirements. Enter the number of messages sent using content, resources, or tools from the ‘Vaccination Is…’ Campaign.

**Message Topics and Frequency (Optional):** Only enter data for this section if you included it in your data collection process. Include the message topics which were covered in the messages sent in this group during the date range outlined in this report, as well as the frequency the topic was covered. See example in the table below.

|  |  |
| --- | --- |
| **MESSAGE TOPICS AND FREQUENCY (OPTIONAL)** | |
| Topic: | Number of Posts: |
| [Example: COVID-19 Vaccine] | [Example: 3 Posts] |
| [Example: COVID-19 Vaccine for Pregnant Women] | [Example 1 Post] |

**Total Number of People in Group Chat:** Enter the total number of people in the group chat your messages were sent in.

**Message Views:** Include both the total number of views on all messages sent within the report time range as well as the average number of views per message.

* **Total Number of People Who Viewed Messages:** Enter the total number of people who viewed messages sent during the time range you are writing the report for.
* **Average Number of Message Views Per Message:** To find the average number of message views per message within a specific time range, divide the total number of people who viewed all messages, by the total number of messages sent.

*Example: Total number of Message Views (500)/ Total Number of messages sent (50) = An Average of 10 Message Views Per Message*

*Note: Consider Rounding Number*

**Social Media: Instagram**

**Platform:** Enter the name and link of the specific social media platform/page this section of your data report will be focusing on.

**Data Collection Period:** Enter the time range between when social media posts were published and when data for the posts was collected. This may be one week to one or more months after the post was published, depending on your rules for data collection.

*Example 1: 30 days*

*Example 2: One month*

**Total Number of Posts Published:** Enter the number of posts you published on this platform within your report date range.

**Number of Posts Using ‘Vaccination Is…’ Campaign Content, Resources, or Tools:** Only enter data for this section if it applies to your report goals or requirements. Enter the number of posts published using content, resources, or tools from the ‘Vaccination Is…’ Campaign.

**Post Topics and Frequency (Optional):** Only enter data for this section if you included it in your data collection process. Include the post topics which were covered in the posts published on this platform during the date range outlined in this report, as well as the frequency the topic was covered. See example in the table below.

|  |  |
| --- | --- |
| **Post Topics and Frequency** | |
| **Topic:** | **Number of Posts:** |
| [Example: COVID-19 Vaccine] | [Example: 3 Posts] |
| [Example: COVID-19 Vaccine for Children] | [Example 1 Post] |

**Accounts Reached:** Include both the total number of accounts reached (unique users/people) on all posts as well as the average number of accounts reached per post.

* **Total Number of Accounts Reached:** Enter the total number of accounts reached on all posts published during the time range you are writing the report for.
* **Average Number of Accounts Reached Per Post:** To find the average number of accounts reached per post within a specific time range, divide the total number of accounts reached on all posts by the total number of posts published.

*Example: Total number of Accounts Reached (2,500)/ Total Number of posts (35) = An Average of 71.43 Accounts Reached per post*

*Note: Consider Rounding Number*

**Engaged Users on all Content:** Engaged users on Instagram includes engaged users on all content, including posts, stories, and live streams, within a specified time range. Therefore, this metric is not included in the Data Collection template since there is only a total is provided, and individual engaged user rates by post is not available. ‘Engagement’ on Instagram may only include likes and not comments.

Include the total number of Engaged Users on all content. If the page did not publish stories or live streams than obtaining an average for only posts would be meaningful. If stories or live streams were included, make a note within the category heading that the average applies to posts, stories, and live streams together.

Data Collection: FROM PHONE: Instead of going to an individual post insights page, go to PROFILE and then ‘Insights’. Once on the profile insights page, go to ‘Insights Overview’ and set the date range to include the dates you are reporting about. Collect the number of total engaged users. Total accounts reached (not for individual posts) can also be collected from this page.

* **Total Number of Engaged Users on All Content:** Enter the total number of engaged users on all posts published during the time range you are writing the report for.
* **Average Number of Engaged Users [Per Post or for Posts/Stories/Live Streams]:** To find the average number of engaged users per post or piece of content within a specific time range, divide the total number of engaged users on all content within the time range of your report by the total number of pieces of content published within the time range of your report.

Note: If you only published Instagram posts, ensure that is noted, if you posted posts, stories, and live streams then the total engaged users will apply to all content published. If so, note what kids of posts the average applies to.

*Example: Total number of Engaged Users on All Content (175)/ Total Number of posts published within same time range (35) = An Average of 5 Engaged Users per Post*

*Example: Total number of Engaged Users on All Content (175)/ Total Number of posts, stories, and live streams published within same time range (35) = An Average of 5 Engaged Users per Piece of Content (Posts, Stories, and Live Streams)*

*Note: Consider Rounding Number*

**Interactions (Optional):** Only enter data for this section if it applies to your report goals or requirements. Include the number of total interactions for posts published during the timeframe outlined in this report, as well as the average number of interactions per post.

* **Total Interactions:** Enter the number of total interactions on all posts published during the time range you are writing the report for.
* **Average Number of Total Interactions Per Post:** To find the average number of total interactions per post within a specific time range, divide the total number of total interactions on all posts by the total number of posts published.

*Example: Total number of Total Interactions (350)/ Total Number of posts (35) = An Average of 10 Total Interactions per post*

*Note: Consider Rounding Number*

**Social Media: Twitter**

**Platform:** Enter the name and link of the specific social media platform/page this section of your data report will be focusing on.

**Data Collection Period:** Enter the time range between when social media tweets were published and when data for the tweets was collected. This may be one week to one or more months after the tweet was published, depending on your rules for data collection.

*Example 1: 30 days*

*Example 2: One month*

**Total Number of Tweets** **Published:** Enter the number of tweets you published on this platform within your report date range.

**Number of Tweets Using ‘Vaccination Is…’ Campaign Content, Resources, or Tools:** Only enter data for this section if it applies to your report goals or requirements. Enter the number of tweets published using content, resources, or tools from the ‘Vaccination Is…’ Campaign.

**Tweet Topics and Frequency (Optional):** Only enter data for this section if you included it in your data collection process. Include the tweet topics which were covered in the tweets published on this platform during the date range outlined in this report, as well as the frequency the topic was covered. See example in the table below.

|  |  |
| --- | --- |
| **Tweet Topics and Frequency** | |
| **Topic:** | **Number of Tweets:** |
| [Example: COVID-19 Vaccine] | [Example: 3 Tweets] |
| [Example: COVID-19 Vaccine for Children] | [Example 1 Tweets] |

**Engagement (Optional):** Only enter data for this section if it applies to your report goals or requirements. Include the number of total engagements for tweets published during the time range outlined in this report, as well as the average number of engagements per tweet.

* **Total Engagement:** Enter the number of total engagements on all tweets published during the time range you are writing the report for.
* **Average Number of Engagements Per Tweet:** To find the average number of engagements per tweet within a specific time range, divide the total number of engagements on all tweets by the total number of tweets published.

*Example: Total number of Engagements on all Tweets (200)/ Total Number of tweets (35) = An Average of 5.71 Engagements per Tweet*

*Note: Consider Rounding Number*