



KT IN with MSKTC

Social Media Evaluation

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Today's Session Covers...

- Understanding key terms
- Aligning metrics with knowledge translation (KT) goals
- Identifying metrics that matter
- Using analytics to improve strategy

Key Terms

Metric	Definition
Impressions	The total number of times your content was displayed (including repeat views by the same person). Platform specific.
Reach	The number of unique users who saw your content.
Likes/Reactions	Quick interactions showing approval, acknowledgment, or a way to come back to content. This varies by platform.
Shares/Reposts	When a user distributes your content to their own network.
Saves/Bookmarks	When a user saves content to view later (platform-dependent).
Click-Through Rate	The percentage of users who clicked a link out of those who saw the post.
Conversions	When a user completes a desired action after interacting with your content (registering, downloading, following...)

Where Can I Find Social Media Data?

Built-in Dashboards

- **Instagram** - Insights
- **LinkedIn** – Page Analytics
- **Facebook** – Meta Business Suite/Insights
- **YouTube** – YouTube Studio Analytics

Social Media Management tools



Hootsuite



Buffer



sproutsocial



**If your post gets 5,000 impressions
but no one clicks... is that success?**

Start with Goals (Not Metrics)

KT Goal	What to Measure
Awareness	Reach, Impressions
Engagement	Comments, shares, saves
Resource Use	Link clicks, downloads
Community Building ->	Followers

Surface-level vs Actionable

Surface-level Metrics

- Impressions
- Likes
- Follower count

Actionable Metrics

- Engagement rate
- Shares/saves
- Click-through rate (CTR)
- Conversions

Platform-Specific Nuances





Compare performance within a platform — not across platforms.

Look for Patterns, Not Posts

- Understand one post ≠ trend
- Look at performance over time
- Identify content themes that consistently perform
- Look at the time of day and day of the week for performance
- Evaluate format (video vs static, infographic vs quote)

Moving Beyond Platform Metrics

- Use UTM links
- Track website behavior (time on page, downloads)
- Survey audiences (“How did you hear about us?”)

UTM links (Urchin Tracking Module links) are URLs with added tracking parameters that help you identify where your website traffic is coming from.



**Social media is often the entry point
— not the end goal.**

Turn Data into Decisions

- High impressions, low clicks → refine call to action
- High engagement, low reach → boost or repost
- Topic consistently performs → build content series
- Video outperforming static → adjust format mix



**Evaluation isn't
about reporting numbers.
It's about improving strategy.**

Recap

- Define your goals in using social media first
- Measure what aligns with those goals
- Look for patterns over time
- Use data to refine strategy



Amanda Seagroves, MPH

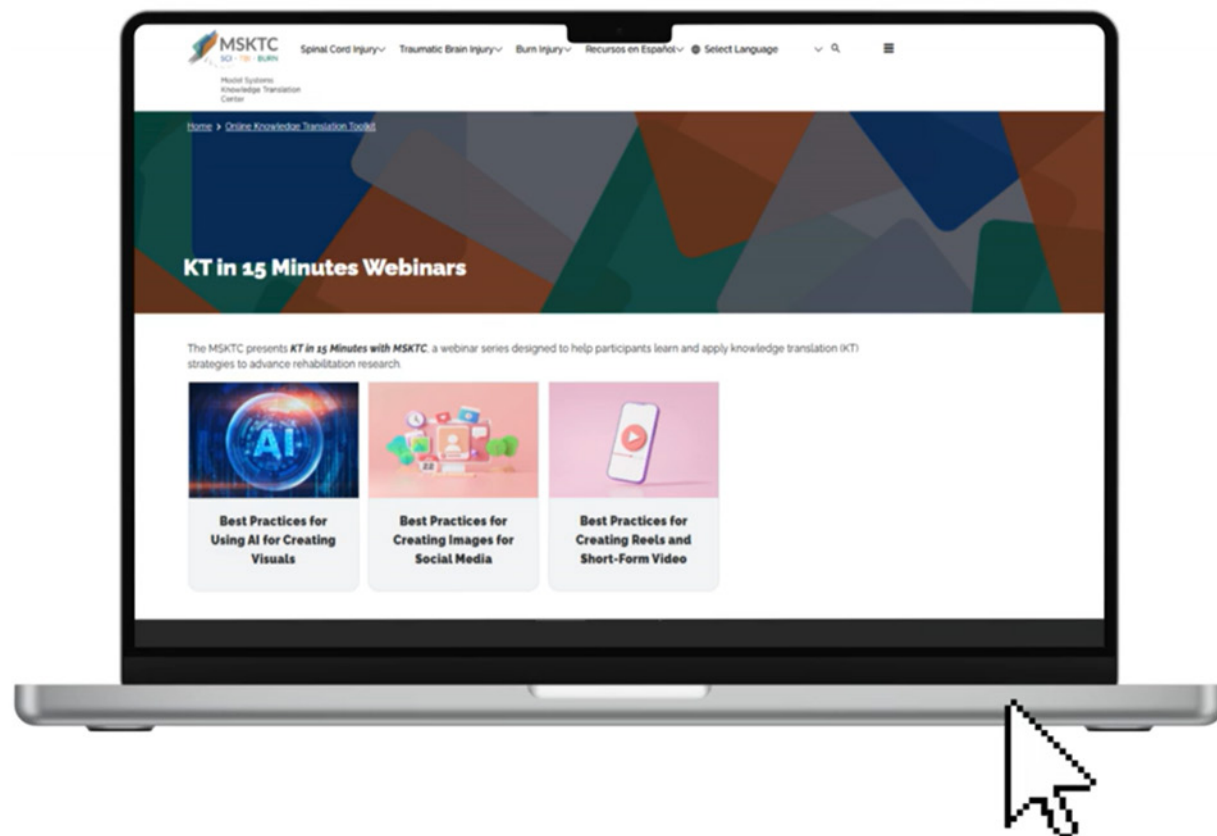
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