Understanding and Utilizing Social Media Analytics to Inform Strategic Messaging and Increase Digital Reach of Psychological Health Resources

OVERVIEW

Digital platforms increase access to psychological health resources 24/7, especially for low health literacy audiences. RWC uses digital platforms such as social media (e.g., Facebook, Twitter, and YouTube) to reach digital audiences, encourage positive behavior change, and increase traffic to the campaign’s website. Realwarriors.net. The campaign relies on free analytics tools to optimize social media performance. Facebook Insights is a free built-in analytics tool that is used to improve the reach and resonance of Facebook posts. The case study analysis shows how the campaign uses Facebook Insights’ data to understand how and why their audience engages with the Facebook page, and how to use these insights to develop tailored messages, topics, and imagery. The poster also describes how implementing Facebook Canvas can help offset declines in organic reach and maximizes audience exposure to psychological health tools and resources.

SOCIAL MEDIA ANALYTICS: Aligning Metrics to a Behavior Change Model

The campaign uses Facebook Insights and Twitter Analytics results to understand who is seeing posts or tweets (reach), and how users interact with the posts or tweets (resonance). Aligning these metrics to the campaign’s adapted theory of change model helps the campaign to better understand the stage in which the audience falls in the behavior change spectrum. See graphic below for explanation of selected stages:

CASE STUDY: Analysis of Social Media Analytics to Inform Content Creation

AUDIENCE TARGETING: Interactions and Post Reach provide insight into audience make up and ensure the fan base grows in line with the desired target audience. For RWC, many post innovations represent ages 18-35, which is the campaign’s target audience age. Interactions and Post Reach also help RWC understand how often to post. For example, RWC typically posts content on Facebook two times a day, because when the campaign posts more than or less than that, there is usually a decline in impressions, reach, and interactions.

MESSAGING: RWC uses Impressions, Page Likes, Post Reach and Interactions to understand how messages resonate. For example, the two lighthearted posts below represent short, compelling captions with imagery and messages that foster camaraderie and perform well. Lighthearted posts encourage followers to engage with the campaign, thus increasing access to psychological health resources.

To measure the effectiveness of the posts, the campaign ran multiple instances. Based on the results gathered from these a/b tests, the campaign adjusts messages accordingly:

- “The One factor, five children, all soldiers” post consistently performed well, including going viral, by garnering significant interactions, impressions and reach.
- “What is your favorite place you have ever deployed?” post received low engagement and negative feedback with responses like, “I hated all the places I deployed.”

The tables below depict Facebook’s core metrics (Page Likes, Impressions, Reach and Interactions), and how they compare to Twitter’s core metrics (Followers, Impressions, Reach and Interactions). These metrics are aligned to RWC’s adaptation of the theory of change model stages which are listed in the left column.

SUCCESSFUL LIGHTHEARTED POST: “Where is your favorite place you’ve ever deployed?”

- 20,346 Impressions
- 11,539 interactions
- 24,565 reach

SUCCESSFUL LIGHTHEARTED POST: “One factor, five children, all soldiers”

- 2,054 Impressions
- 24 interactions
- 730 reach

FACEBOOK CANVAS AS A TOOL TO IMPROVE ORGANIC REACH

Facebook Canvas is an expandable, full-screen mobile landing page that allows audiences to tap, scroll and swipe to engage with an organization directly on Facebook. Facebook Canvas’ value comes from its ability to contain everything you might see in an ad – such as images, text, video, links, and more – in one dynamic button. As “pay-to-play” becomes the new norm with Facebook, the campaign discovered in 2017 that Facebook Canvas was an effective method to increase post engagement, thus increasing organic reach. The Facebook Canvas increases engagement by:

Making Psychological Health Approachable

Facebook Insights shows that RWC’s users tend to engage with posts that contain captivating videos and photos. RWC’s Facebook Canvas post was designed with relevancy, imagery and interactive content to make psychological health more approachable. Since “Suicide Prevention” can be a difficult topic to convey with images alone, Facebook Canvas provided an opportunity for the campaign to narrate the message via the campaign’s brand, tone and voice.

Reaching Mobile Audiences

The campaign’s audience predominately uses mobile devices to visit the campaign’s website and social media platforms. Facebook Canvas is a mobile-only type of post and reached almost 10 times more Facebook users than a traditional campaign Facebook post. Since Facebook Canvas loads fast and holds an audience’s attention with a full-screen story, Facebook Canvas also increased mobile website traffic. RWC found that more than 50% of the users who interacted with the Facebook Canvas post visited the campaign’s website after viewing the Facebook Canvas, in seeing which Facebook users engaged with the Facebook Canvas through Facebook Insights, the campaign is now able to add the user to “a custom audience” to promote additional messages and calls to action.

THE DECLINE OF ORGANIC REACH

There is intense competition for space on Facebook’s News Feed among Facebook friends, pages, and advertisers. As more friends are accepted and pages are liked, the organic reach – or the way a user naturally views non-paid content in their Newsfeed – continues to decline. Since 2013, when Facebook began evolving into a paid marketing platform, Facebook Insights has shown a continuous decline in the organic reach of the RWC page. As indicated in the graph below, there was an exception to this trend in the year 2015, when one of the campaign’s posts generated 1 million interactions and reached 71 million users.