

SHORT VERSION

METRIC DEFINITION AND DATA COLLECTION INSTRUCTION GUIDE

This guide is intended to accompany MCN's 'Short Version – Social Media Data Collection Template' resource. For each metric contained within the template, this guide includes metric definitions and instructions for how to collect metric data. This guide covers data collection for Facebook, WhatsApp, Twitter, and Instagram.

FACEBOOK METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS

Important Note: For Facebook, it is easiest to download Facebook Insights Data Export – Post Level – Excel Sheet, to collect data from. This Excel sheet will include all metrics covered in this guide for your posts except for Total Engagement. Please see the 'How to Collect Facebook Data' table below for directions on how to download Facebook Insights Data Export and how to collect Total Engagement, before proceeding to the 'Facebook Metric Definitions and Data Collection Instructions' table.

HOW TO COLLECT FACEBOOK DATA

How to Download Facebook Insights Data Export (Post Level) Excel Sheet from Facebook:

- 1) Go to your Facebook page on a desktop (not a phone).
- 2) In the 'Manage Page' Menu on the left-hand side of your page, scroll down and select 'Insights'.
- 3) In the 'Page Insights' menu on the left-hand side of the page, select 'Overview'.
- 4) On the 'Overview' page, find the 'Page Summary' box.
- 5) In the top right corner of the box, select 'Export Data'. A 'Exports Insights Data' box will open.
- 6) Under 'Data Type' select 'Post Data' (Not page data).
- 7) Select the dropdown arrow under 'Date Range'. A calendar box will open.
- 8) Select the date range you are collecting data for, and click 'OK'.
- 9) Select the 'Export Data' button at the bottom right corner of the 'Exports Insights Data' box to download your Excel sheet.
- 10) Add the data collection date range, or month and year (if you are collecting data by month) to the beginning of the title of your Excel sheet document so it is easy to find.

How to Collect Total Engagement from Facebook's Post Insights Page

- 1) Go to your Facebook page on a desktop (not a phone).
- 2) In the 'Manage Page' Menu on the left-hand side of your page, scroll down and select 'Insights'.
- 3) In the 'Page Insights' menu on the left-hand side of the page, scroll down and select 'Posts'.
- 4) On the 'Posts' page scroll down to find the 'All Posts Published' box.
- 5) Continue scrolling until you find the post you wish to collect Total Engagement from.
- 6) Once you find your post, select the post text hyperlink. A 'Post Details' box will open.
- 7) Scroll down until you see 'Engagements' on the left half of the 'Post Details' box. The number above the word 'Engagements' is the Total Engagements for the post. Copy this number and insert it into your Data collection Excel Sheet Template.

FACEBOOK METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS

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|------------------------|---|
| CATEGORY | Data Collection Date |
| DEFINITION | The date you collect data for a post. This may be one week to one or more months after the date the post was published depending on your rules for data collection. |
| DATA COLLECTION | Insert the date you collect data for the post. |

| | |
|------------------------|--|
| CATEGORY | Platform |
| DEFINITION | The specific social media platform and page the post was published on. |
| DATA COLLECTION | <p>Insert the name of the platform the post you are collecting data for was published on (Example: Facebook).</p> <p>Consider including the name of the platform page if you have multiple pages on the same platform, or consider inserting the link to the page the post was published on.</p> |

| | |
|------------------------|---|
| CATEGORY | Date Posted |
| DEFINITION | The date the post was published. |
| DATA COLLECTION | <p>Collect the date the post was published from your Facebook page.</p> <p>Or, find the date from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. The Date Posted data for your post is located in your post's row under the 'KEY METRICS' tab - Column 'G'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above.</p> |

| | |
|------------------------|---|
| CATEGORY | Time Posted |
| DEFINITION | The time the post was published. |
| DATA COLLECTION | <p>Collect the time the post was published from your Facebook page.</p> <p>Or, find the time posted from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. The Time Posted data for your post is located in your post's row under the 'KEY METRICS' tab - Column 'G'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above.</p> <p>Be aware that if you are working in a different time zone than the time zone your facebook page is set to, you need to collect the time from the facebook excel sheet download (which will download posting times in accordance with the official time zone of the account), or add or subtract the appropriate number of hours to match the time zone your page is set to. On facebook you will see the time the post was posted in your own time zone.</p> |

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|------------------------|---|
| CATEGORY | Was the content, resource, or tool you posted part of the 'Vaccination Is...' Campaign? |
| DEFINITION | Use this column when you are trying to determine which posts used content, resources, or tools from the 'Vaccination Is...' Campaign. |
| DATA COLLECTION | Use the dropdown menu to select 'Yes' or 'No'. Leave blank when you do not want to collect this data. |

| | |
|------------------------|--|
| CATEGORY | Topic (Optional) |
| DEFINITION | The topic of the post. Consider choosing topic choices ahead of time so you can analyze topics more easily. Examples include vaccination access, clinic promotion, or safety information, as well as other resource topics |
| DATA COLLECTION | Insert the appropriate topic. The post content can help guide your choice. |

| | |
|------------------------|--|
| CATEGORY | Post Type |
| DEFINITION | <p>The type of post that was published. Automatic options include: Text Only, Link, Photo, Video, Shared Text Only, Shared Link, Shared Photo, Shared Video.</p> <p>If you would like to edit the types of posts that can be entered into the Excel sheet data collection template, so the options better meet your needs, follow the following steps:</p> <ol style="list-style-type: none"> 1) Select the entire column by clicking the column's letter at the top of the page. 2) select the 'Data' tab at the top of the excel sheet. 3) Go to the 5th section of the Data tab - 'Data Tools'. 4) Hover over the buttons in this section until you see the button that says 'Data Validation' and click that button. 5) A box will open that says there are some boxes which do not have the settings for Data Validation and asks you if you want to extend the Data Validation settings to these boxes. Select 'YES'. Another box will open. 6) In the 'Settings' Tab you will see that the third text box which has the heading 'Source' has a list of words which represents the words currently included in your column's the dropdown list. 7) Edit the list, making sure you separate each description of a type of post by a space and a coma. You can delete and enter in new list options. 8) After you are finished editing select 'OK' in the bottom right corner of the Data Validation box. Your dropdown menu is now edited. 9) Next, select the heading box in your Excel sheet (the box that says 'Post Type'.) 10) Again, go to the 'Data' tab, and the 'Data Tools' section, and select the 'Data Validation' button. Under 'Allow:' select the 'Any Value' option and select 'OK' in the bottom right corner of the box. |
| DATA COLLECTION | Use the dropdown menu to select one of the options listed. |

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| CATEGORY | Post Message |
| DEFINITION | Your post text. |
| DATA COLLECTION | <p>You can find your Post Message by going to your Facebook page and copying your Post Message from your post (if there is any) and pasting it in the appropriate row.</p> <p>You can also copy your Post Message from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. The Post Message for your post is located in your post's row under the 'KEY METRICS' tab - Column 'C'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above.</p> |

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| CATEGORY | Total People Reached |
| DEFINITION | The number of unique (different) people who had your page's post enter their screen. This does not count when a post enters the same person's screen multiple times. |
| DATA COLLECTION | Copy the number of Total People Reached for your specific post from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. The Total People Reached data for your post is located in your post's row under the 'KEY METRICS' tab - Column 'i'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above. |

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| CATEGORY | Engaged Users |
| DEFINITION | The number of unique (different) people who engaged in certain ways with your page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. |
| DATA COLLECTION | Copy the number of Engaged Users for your specific post from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. The Engaged User data for your post is located in your post's row under the 'KEY METRICS' tab - Column 'O'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above. |

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| CATEGORY | Total Engagement (Optional) |
| DEFINITION | The total number of times a person has engaged with your post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. This includes all engagements, not only for unique (different) users. If a singular person engages multiple times with the post, each of their engagements will be recorded. |
| DATA COLLECTION | Copy your post Total Engagement from Facebook's Post Insights Page. For directions on how to collect Total Engagement see the 'How to Collect Facebook Data' table above. |

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|------------------------|---|
| CATEGORY | Total Likes (Optional) |
| DEFINITION | The total number of times your post was liked. This does not include other reactions such as loves, happy emojis, sad emojis, and mad emojis. |
| DATA COLLECTION | Copy the number of Total Likes for your specific post from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. The Total Likes data for your post is located in your post's row under the 'LIFETIME POST STORIES BY ACTION TYPE' tab - Column 'J'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above. |

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| CATEGORY | Total Shares (Optional) |
| DEFINITION | The total number of times your post was shared. |
| DATA COLLECTION | Copy the number of Total Shares for your specific post from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. The Total Shares data for your post is located in your post's row under the 'LIFETIME POST STORIES BY ACTION TYPE' tab - Column 'K'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above. |

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|------------------------|---|
| CATEGORY | Total Comments (Optional) |
| DEFINITION | The total number of comments on your post. This will include multiple comments from the same person. |
| DATA COLLECTION | Copy the number of Total Comments for your specific post from your Facebook Insights Data Export (Post Level) Excel sheet which you can download from Facebook. Total Comments data for your post is located in your post's row under the 'LIFETIME POST STORIES BY ACTION TYPE' tab - Column 'L'. For directions on how to download the Excel sheet from Facebook, see the 'How to Collect Facebook Data' table above. |

WHATSAPP METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS

Important Note: For WhatsApp, it is helpful to document the day and time you send a message immediately after you send it, to assist with finding the message when it is time to collect data for the message.

| WHATSAPP METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS | |
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| CATEGORY | Data Collection Date |
| DEFINITION | The date you collect data for a particular message. This may be one week to one or more months after the date the message was sent depending on your rules for data collection. |
| DATA COLLECTION | Insert the date you collect data for the message. |
| CATEGORY | Date Sent |
| DEFINITION | The date the message was sent. |
| DATA COLLECTION | <p>Collect the date the message was sent via WhatsApp by looking at the top of your phone screen, where you can see a bubble containing the date of the day the messages you are viewing were sent.</p> <p>You can also find the date for a message by scrolling up to the top of the day's messages, where the date will be posted on the background message screen. Consider collecting date immediately after the message was sent to make data collection for other metrics easier to find.</p> |
| CATEGORY | Time Sent |
| DEFINITION | The time the message was sent. |
| DATA COLLECTION | <p>Collect the time the message was sent via WhatsApp by looking at the bottom right corner of the message, where the time is posted.</p> <p>CONSIDER RECORDING TIME ZONE IF YOU ARE COLLECTING DATA FOR MORE THAN ONE TIME ZONE OR ADJUSTING THE TIME TO ONE TIME ZONE.</p> |
| CATEGORY | WhatsApp Group Name |
| DEFINITION | The name of the specific group the message was sent to. If the same message is sent to multiple groups, make separate entries on the data collection sheet for each message. |
| DATA COLLECTION | Insert the name of the WhatsApp group the message was sent to. |

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| CATEGORY | Group Member |
| DEFINITION | The member of the WhatsApp group who sent the message you are collecting data on. |
| DATA COLLECTION | Enter the name of the person who sent the message. |

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| CATEGORY | Was the content, resource, or tool you sent part of the 'Vaccination Is...' Campaign? |
| DEFINITION | Use this column when you are trying to determine which messages used content, resources, or tools from the 'Vaccination Is...' Campaign. |
| DATA COLLECTION | Use the dropdown menu to select 'Yes' or 'No'. Leave blank when you do not want to collect this data. |

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| CATEGORY | Topic (Optional) |
| DEFINITION | The topic of the message. Consider choosing topic choices ahead of time so you can analyze topics more easily. Examples include vaccination access, clinic promotion, or safety information, as well as other resource topics. |
| DATA COLLECTION | Insert the appropriate topic. The message content can help guide your choice. |

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| CATEGORY | Post Type |
| DEFINITION | <p>The type of message that was sent.</p> <p>Automatic options include: Text Only, Link, Photo, Video, Shared Text Only, Shared Link, Shared Photo, Shared Video.</p> <p>If you would like to edit the types of messages that can be entered into the Excel sheet data collection template, so the options better meet your needs, follow the following steps:</p> <ol style="list-style-type: none"> 1) Select the entire column by clicking the column's letter at the top of the page. 2) select the 'Data' tab at the top of the excel sheet. 3) Go to the 5th section of the Data tab - 'Data Tools'. 4) Hover over the buttons in this section until you see the button that says 'Data Validation' and click that button. 5) A box will open that says there are some boxes which do not have the settings for Data Validation and asks you if you want to extend the Data Validation settings to these boxes. Select 'YES'. Another box will open. 6) In the 'Settings' Tab you will see that the third text box which has the heading 'Source' has a list of words which represents the words currently included in your column's the dropdown list. 7) Edit the list, making sure you separate each description of a type of post by a space and a coma. You can delete and enter in new list options. 8) After you are finished editing select 'OK' in the bottom right corner of the Data Validation box. Your dropdown menu is now edited. |

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| | <p>9) Next, select the heading box in your Excel sheet (the box that says 'Post Type').</p> <p>10) Again, go to the 'Data' tab, and the 'Data Tools' section, and select the 'Data Validation' button. Under 'Allow:' select the 'Any Value' option and select 'OK' in the bottom right corner of the box.</p> |
| DATA COLLECTION | Use the dropdown menu to select one of the options listed. |

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|------------------------|------------------------------------|
| CATEGORY | Message Text |
| DEFINITION | Your message text. |
| DATA COLLECTION | Type your message into this column |

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| CATEGORY | Total People in the Chat |
| DEFINITION | The number of members in the group chat at the time of data collection. |
| DATA COLLECTION | Click on the three-dot menu at the top of the group chat, and then click 'Group Info'. Scroll down and you will see a number before the word 'Participants'. This number represents the number of participants within that group chat. |

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|------------------------|--|
| CATEGORY | Total People Who Saw the Message |
| DEFINITION | The number of unique members of the chat who saw your message. This does not count when a post enters the same person's screen multiple times. |
| DATA COLLECTION | <p>Hold down on the message until it is highlighted. Then click the three-dot menu and select 'info'. Under 'read by' you should have a list of people in the chat who saw the message.</p> <p>You have two options to collect the number of people who saw the message. You can count those represented in the list of those who read the message manually. Or, you can scroll down to the bottom of the list to retrieve the number of 'Number Remaining' in the chat who have not seen the message. You can take the total number of members in the chat and subtract the 'Number Remaining' from it to get the number of those who have seen the message.</p> <p><i>Equation: Total members in chat – Number Remaining = Members who have seen the message</i></p> |

INSTAGRAM METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS

Important Note: For Instagram, you must change a personal account into a professional account, if it is not already a business account, in order for Instagram to collect metrics on your posts.

INSTAGRAM METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS

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|------------------------|---|
| CATEGORY | Data Collection Date |
| DEFINITION | The date you collect data for a post. This may be one week to one or more months after the date the message was sent depending on your rules for data collection. |
| DATA COLLECTION | Insert the date you collect data for the post. |

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|------------------------|---|
| CATEGORY | Platform |
| DEFINITION | The specific social media platform and page the post was published on. |
| DATA COLLECTION | Insert the name of the platform the post you are collecting data for was published on (Example: Instagram). Consider including the name of the platform page if you have multiple pages on the same platform, or consider inserting the link to the page the post was published on. |

| | |
|------------------------|---|
| CATEGORY | Date Posted |
| DEFINITION | The date the post was published. |
| DATA COLLECTION | Collect the date the post was published from the post on your Instagram page. |

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|------------------------|--|
| CATEGORY | Time Posted |
| DEFINITION | The time the post was published. |
| DATA COLLECTION | To collect the time your post was posted FROM A PHONE: Go to your post insights by clicking on 'Insights' right under the post on your Instagram page. On the insights page, underneath a small version of the post photo, you will see the date and time it was posted. Be aware that if you are working in a different time zone than the time zone your facebook page is set to, you need to collect the time from the facebook excel sheet download, or add or subtract the appropriate number of hours to match the time zone your page is set to. On facebook you will see the time the post was posted in your own time zone. |

| | |
|------------------------|---|
| CATEGORY | Was the content, resource, or tool you posted part of the 'Vaccination Is...' Campaign? |
| DEFINITION | Use this column when you are trying to determine which posts used content, resources, or tools from the 'Vaccination Is...' Campaign. |
| DATA COLLECTION | Use the dropdown menu to select 'Yes' or 'No'. Leave blank when you do not want to collect this data. |

| | |
|------------------------|---|
| CATEGORY | Topic (Optional) |
| DEFINITION | The topic of the post. Consider choosing topic choices ahead of time so you can analyze topics more easily. Examples include vaccination access, clinic promotion, or safety information, as well as other resource topics. |
| DATA COLLECTION | Insert the appropriate topic. The post content can help guide your choice. |

| | |
|------------------------|--|
| CATEGORY | Post Type |
| DEFINITION | <p>The type of post that was published. Automatic options include: Text Only, Link, Photo, Video, Shared Text Only, Shared Link, Shared Photo, Shared Video.</p> <p>If you would like to edit the types of posts that can be entered into the Excel sheet data collection template, so the options better meet your needs, follow the following steps: Select the entire column by clicking the column's letter at the top of the page. select the 'Data' tab at the top of the excel sheet. Go to the 5th section of the Data tab - 'Data Tools'. Hover over the buttons in this section until you see the button that says 'Data Validation' and click that button. A box will open that says there are some boxes which do not have the settings for Data Validation and asks you if you want to extend the Data Validation settings to these boxes. Select 'YES'. Another box will open. In the 'Settings' Tab you will see that the third text box which has the heading 'Source' has a list of words which represents the words currently included in your column's the dropdown list. Edit the list, making sure you separate each description of a type of post by a space and a coma. You can delete and enter in new list options. After you are finished editing select 'OK' in the bottom right corner of the Data Validation box. Your dropdown menu is now edited. Next, select the heading box in your Excel sheet (the box that says 'Post Type'.) Again, go to the 'Data' tab, and the 'Data Tools' section, and select the 'Data Validation' button. Under 'Allow:' select the 'Any Value' option and select 'OK' in the bottom right corner of the box.</p> |
| DATA COLLECTION | Use the dropdown menu to select one of the options listed. |

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|------------------------|--|
| CATEGORY | Post Caption |
| DEFINITION | Your post text. |
| DATA COLLECTION | You can find your Post Caption by going to your Instagram page and copying your Post Caption from your post (if there is any) and pasting it in the appropriate row. |

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|------------------------|--|
| CATEGORY | Total Accounts Reached |
| DEFINITION | The number of unique (different) accounts that have seen this post at least once. This does not count when an account sees a post multiple times. This metric is estimated by Instagram. |
| DATA COLLECTION | FROM PHONE: Go to your post insights by clicking 'Insights' right under the post on your Instagram page. On the insights page you will see 'Accounts Reached' right under 'Overview' on that page. |

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| CATEGORY | Interactions (Optional) |
| DEFINITION | The number of actions people take when they engage with your post, be it shares, likes, comments, or further replies in the comments. |
| DATA COLLECTION | FROM A PHONE: Go to your post insights by clicking on 'Insights' right under the post on your Instagram page. On the insights page, you will see the number of interactions on your post. |

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|------------------------|--|
| CATEGORY | Total Likes (Optional) |
| DEFINITION | The total number of likes on a post. Likes are represented by the heart symbol. |
| DATA COLLECTION | FROM A PHONE: Go to your post insights by clicking on 'Insights' right under the post on your Instagram page. On the insights page, you will see the number of likes on your post. |

| | |
|------------------------|---|
| CATEGORY | Total Shares (Optional) |
| DEFINITION | The total number of times your post was shared. This is represented by the paper airplane symbol next to the speech bubble. |
| DATA COLLECTION | FROM A PHONE: Go to your post insights by clicking on 'Insights' right under the post on your Instagram page. On the insights page, you will see the number of shares on your post. |

| | |
|------------------------|---|
| CATEGORY | Total Comments (Optional) |
| DEFINITION | The total number of comments and replies to those comments on a post. Shares are represented by the speech bubble symbol. |
| DATA COLLECTION | FROM A PHONE: Go to your post insights by clicking on 'Insights' right under the post on your Instagram page. On the insights page, you will see the number of comments on your post. |

TWITTER METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS

Important Note: To begin to collect Twitter data you must turn data collection 'On'. You can do this by going to your Twitter analytics page.

Important Note: For Twitter, it is easiest to download Twitter's 'Tweet_Activity_Metrics' Excel Sheet to collect data from. This Excel sheet will include all metrics covered in this guide for your posts. Please see the 'How to Collect Twitter Data' table below for directions on how to download Twitter 'Tweet_Activity_Metrics' Excel sheets for data collection, before proceeding to the 'Twitter Metric Definitions and Data Collection Instructions' table.

| HOW TO COLLECT TWITTER DATA | |
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| How to Download Twitter 'Tweet_Activity_Metrics' Excel Sheet from Twitter: | |
| <ol style="list-style-type: none"> 1) Go to your Twitter page on a desktop (not a phone). 2) On the left side of your screen, you will see a 'More' menu represented by three dots in a circle. Click on this menu. 3) When the menu opens click on the 'Analytics' menu option. A new tab will open. 4) In the top left corner of your screen, you will see a 'Tweets' tab. Click on that. 5) In the top right corner of your page, you will see a dropdown menu that allows you to choose the date range of data you wish to retrieve. Select the date range you wish to collect data for and click 'Update'. 6) Next, click on the 'Export Data' dropdown menu and select 'By Tweet' to download your tweet data. An Excel Sheet should download. 7) The Excel Sheet document name should automatically include the date range of data you selected. However, if you prefer, edit the document name to make it easy for you to find. | |

TWITTER METRIC DEFINITIONS AND DATA COLLECTION INSTRUCTIONS

| CATEGORY | Data Collection Date |
|------------------------|---|
| DEFINITION | The date you collect data for a tweet. This may be one week to one or more months after the date the tweet was published depending on your rules for data collection. |
| DATA COLLECTION | Insert the date you collect data for the tweet. |

| CATEGORY | Platform |
|------------------------|--|
| DEFINITION | The specific social media platform and page the tweet was published on. |
| DATA COLLECTION | Insert the name of the platform the tweet you are collecting data for was published on (Example: Twitter). Consider including the name of the platform page if you have multiple pages on the same platform, or consider inserting the link to the page the tweet was published on. |

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|------------------------|---|
| CATEGORY | Date Tweeted |
| DEFINITION | The date the tweet was published. |
| DATA COLLECTION | Collect the date the post was published from your Twitter page. Or, find the date from your Twitter 'Tweet_Activity_Metrics' Excel sheet which you can download from Twitter. The Date Tweeted data for your tweet is located in your tweet's row under Column 'D'. For directions on how to download the Excel sheet from Twitter, see the 'How to Collect Twitter Data' table above. |

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|------------------------|--|
| CATEGORY | Time Tweeted |
| DEFINITION | The time the tweet was published. |
| DATA COLLECTION | Collect the time the tweet was published from your Twitter page by hovering above the date. Or, find the time from your Twitter 'Tweet_Activity_Metrics' Excel sheet which you can download from Twitter. The Time Tweeted data for your tweet is located in your tweet's row under Column 'D'. For directions on how to download the Excel sheet from Twitter, see the 'How to Collect Twitter Data' table above. Be aware that your twitter account may be set to a different time zone than you are in. You need to consistently collect the time from the twitter excel sheet download (which may download posting times in accordance with the official time zone of the account), or add or subtract the appropriate number of hours to match the time zone you would like your data to be in. On the twitter page the time posted will match your current time zone. |

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|------------------------|--|
| CATEGORY | Was the content, resource, or tool you tweeted part of the 'Vaccination Is...' Campaign? |
| DEFINITION | Use this column when you are trying to determine which tweets used content, resources, or tools from the 'Vaccination Is...' Campaign. |
| DATA COLLECTION | Use the dropdown menu to select 'Yes' or 'No'. Leave blank when you do not want to collect this data. |

| | |
|------------------------|---|
| CATEGORY | Topic (Optional) |
| DEFINITION | The topic of the tweet. Consider choosing topic choices ahead of time so you can analyze topics more easily. Examples include vaccination access, clinic promotion, or safety information, as well as other resource topics |
| DATA COLLECTION | Insert the appropriate topic. The tweet content can help guide your choice. |

| CATEGORY | Tweet Type |
|-----------------|---|
| DEFINITION | <p>The type of tweet that was published.</p> <p>Automatic options include: Text Only, Link, Photo, Video, Retweeted Text Only, Retweeted Link, Retweeted Photo, Retweeted Video.</p> <p>If you would like to edit the types of tweets that can be entered into the Excel sheet data collection template, so the options better meet your needs, follow the following steps:</p> <ol style="list-style-type: none"> 1) Select the entire column by clicking the column's letter at the top of the page. 2) select the 'Data' tab at the top of the excel sheet. 3) Go to the 5th section of the Data tab - 'Data Tools'. 4) Hover over the buttons in this section until you see the button that says 'Data Validation' and click that button. 5) A box will open that says there are some boxes which do not have the settings for Data Validation and asks you if you want to extend the Data Validation settings to these boxes. Select 'YES'. Another box will open. 6) In the 'Settings' Tab you will see that the third text box which has the heading 'Source' has a list of words which represents the words currently included in your column's the dropdown list. 7) Edit the list, making sure you separate each description of a type of tweet by a space and a coma. You can delete and enter in new list options. 8) After you are finished editing select 'OK' in the bottom right corner of the Data Validation box. Your dropdown menu is now edited. 9) Next, select the heading box in your Excel sheet (the box that says 'Post Type'. 10) Again, go to the 'Data' tab, and the 'Data Tools' section, and select the 'Data Validation' button. Under 'Allow:' select the 'Any Value' option and select 'OK' in the bottom right corner of the box. |
| DATA COLLECTION | Use the dropdown menu to select one of the options listed. |

| CATEGORY | Tweet Message |
|-----------------|--|
| DEFINITION | Your tweet text. |
| DATA COLLECTION | <p>You can find your Tweet Message by going to your Twitter page and copying your Tweet Message from your tweet (if there is any) and pasting it in the appropriate row.</p> <p>Or, you can also copy your Tweet Message from your Twitter 'Tweet_Activity_Metrics' Excel sheet which you can download from Twitter. The Tweet Message text for your tweet is located in your tweet's row under Column 'C'. For directions on how to download the Excel sheet from Twitter, see the 'How to Collect Twitter Data' table above.</p> |

| | |
|------------------------|--|
| CATEGORY | Engagement (Optional) |
| DEFINITION | Engagement for Twitter is the total number of times a user has interacted with a tweet, including all clicks on hashtags, links avatars, usernames, and Tweet expansions, and retweets, replies, follows, and likes. This includes all engagements, not only for unique (different) users.If a singular person engages multiple times with the post, each of their engagements will be recorded. |
| DATA COLLECTION | Copy your Tweet Engagement from your Twitter 'Tweet_Activity_Metrics' Excel sheet which you can download from Twitter. The Tweet Engagement for your tweet is located in your tweet's row under Column 'F'. For directions on how to download the Excel sheet from Twitter, see the 'How to Collect Twitter Data' table above. |

| | |
|------------------------|--|
| CATEGORY | Total Likes (Optional) |
| DEFINITION | The total number of times your tweet was liked. |
| DATA COLLECTION | Copy your Tweet Likes from your Twitter 'Tweet_Activity_Metrics' Excel sheet which you can download from Twitter. The Tweet Likes for your tweet is located in your tweet's row under Column 'J'. For directions on how to download the Excel sheet from Twitter, see the 'How to Collect Twitter Data' table above. |

| | |
|------------------------|--|
| CATEGORY | Total Retweets (Optional) |
| DEFINITION | The total number of times your tweet was retweeted (shared). |
| DATA COLLECTION | Copy your Tweet Retweets from your Twitter 'Tweet_Activity_Metrics' Excel sheet which you can download from Twitter. The Tweet Retweets for your tweet is located in your tweet's row under Column 'H'. For directions on how to download the Excel sheet from Twitter, see the 'How to Collect Twitter Data' table above. |

| | |
|------------------------|--|
| CATEGORY | Total Replies (Optional) |
| DEFINITION | The total number of comments on your tweet. |
| DATA COLLECTION | Copy your Tweet Replies from your Twitter 'Tweet_Activity_Metrics' Excel sheet which you can download from Twitter. The Tweet Replies for your tweet is located in your tweet's row under Column 'I'. For directions on how to download the Excel sheet from Twitter, see the 'How to Collect Twitter Data' table above. |

