



# EVALUATION REPORT

## *Social Media Marketing Project*

Community Literacy of Ontario  
March 31, 2015

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## CLO's Social Media Marketing Project Evaluation Report – Years 1 & 2 (March 31, 2015)

Community Literacy of Ontario (CLO) received funding from the Ontario Trillium Foundation for a project to research and develop social media marketing materials and resources for Ontario's literacy agencies, and other interested nonprofit organizations and stakeholder groups. This was a two-year project, running from April 1, 2013 to March 31, 2015.

As part of this project, CLO conducted an in-depth evaluation. We are pleased to share the evaluation results in this report. To learn more about this successful project, please visit our Social Media Marketing website at: [www.communityliteracyofontario.ca/social-media-marketing/](http://www.communityliteracyofontario.ca/social-media-marketing/)

CLO's YEAR ONE PERFORMANCE INDICATORS (2013-2014)	
<p><b>Conduct an evaluation with focus group participants</b></p> <p>Facilitate a face-to-face focus group with participants from 10 – 12 community literacy agencies across Ontario</p>	<ol style="list-style-type: none"> <li>1. 90% will indicate that the results of the research provided new information and options to consider in the development of new social media marketing resources</li> <li>2. 90% will indicate that they have been provided with the opportunity to give feedback to the results of the program and online research</li> <li>3. 90% will indicate that they have contributed to the development process based on their needs as agencies</li> </ol>
<p><b>Conduct an evaluation with six pilot agencies</b></p> <p>Pilot the new tools and resources with six community literacy agencies, of which two would be from Aboriginal community programs</p> <p>Note: CLO increased this to eight pilot sites</p>	<ol style="list-style-type: none"> <li>4. 90% will indicate that they were provided with user-friendly social media marketing materials to use for outreach to their communities and community partners</li> <li>5. 90% will indicate that they have been provided with the opportunity to give feedback to the pilot materials</li> <li>6. 90% will indicate that they were provided with above average support during the piloting process</li> <li>7. 80% will indicate that they achieved greater outreach to their communities and community partners via the new social media marketing materials</li> <li>8. 70% will indicate an increase in referrals based on their outreach to their community and community partners as a result of the social media marketing materials</li> </ol>

## YEAR 1 EVALUATION RESULTS – Performance Indicator #1

### FOCUS GROUP EVALUATION

90% will indicate that the results of the research provided new information and options to consider in the development of new social media marketing resources

CLO's evaluation results with the 11 Year 1 focus group participants:

*“Did the focus group research provide you with new information and options to consider in the development of social media marketing resources?”*

- Yes – 9 participants (82%)
- Somewhat – 2 participants (18%)
- No – 0 participants

100% of focus group participants agreed with this indicator

Indicator was successfully met



*Comments:*

- We are truly in the beginning stages and need to explore and define how we will use social media marketing within our organization. This project will be very helpful to assist us with this goal.
- I learned that I need to pick one social media technology and do it well.
- I need to improve our Facebook page both from technical needs to content needs.

## YEAR 1 EVALUATION RESULTS – Performance Indicator #2

### FOCUS GROUP EVALUATION

90% will indicate that they have been provided with the opportunity to give feedback to the results of the program and online research

CLO's evaluation results with the 11 Year 1 focus group participants:

*“Did today’s focus group provide you with the opportunity to give feedback to current social media marketing successes and challenges?”*

- Yes – 11 participants
- Somewhat – 0 participants
- No – 0 participants

100% of focus group participants agreed with this indicator

Indicator was successfully met



*Comments:*

- We would love to have some templates that we could use to develop a “structured” social media campaign.
- We need help to improve our efficiency in using social media as a “free” marketing tool.
- We need support to raise awareness of our program, as well as the issues of literacy.

## YEAR 1 EVALUATION RESULTS – Performance Indicator #3 FOCUS GROUP EVALUATION

90% will indicate that they have contributed to the development process based on their needs as agencies

CLO's evaluation results with the 11 Year 1 focus group participants:

*"Do you feel that you have contributed to the development process of this project based on your agency's social media marketing needs?"*

- Yes – 11 participants
- Somewhat – 0 participants
- No – 0 participants

100% of focus group participants agreed with this indicator

Indicator was successfully met



*Comments:*

- This focus group has encouraged me to continue "lobbying" for the use of Facebook – now more effectively because of the information gathered and discussed here.
- These resources are so helpful. I will share with staff, and use myself! Many Thanks!

## YEAR 1 EVALUATION RESULTS – Performance Indicator #4

### PILOT SITE EVALUATION

90% of pilots sites will indicate that they were provided with user-friendly social media marketing materials to use for outreach to their communities and community partners

CLO's evaluation results with the 8 pilots sites:

*"Were you provided with user-friendly social media marketing materials to use for outreach to your community and community partners?"*

- Strongly agree – 8 participants
- Agree – 0 participant
- Disagree – 0 participants
- Strongly disagree – 0 participants

100% of pilot sites **strongly agreed** with this indicator

Indicator was successfully met



#### *Comments:*

- The resources and examples have provided me with endless possibilities and the confidence to give social media marketing a try!
- These are awesome training modules that will be a great resource for literacy programs. Thank you!
- The content is extremely useful. I really like the first person narrative of the steps CLO used to set up their social media accounts, and the rationale for the various decisions made along the way. And the wide variety of examples ensures that there is something for everyone.
- One of my favourite things about the tools and resources from this project is the emphasis on planning how you want social media to be used. I think that LBS is so used to the "jump and run" mentality (at least in my experience) that we forget to plan.
- These resources provide great support for a programs wanting to get started using social media for marketing. I'm really excited to dig in to them!
- The examples provided are exactly right for organizations such as ours and there is a good cross section of practical viewpoints and easy-to-implement suggestions.
- I think literacy programs (and many nonprofits) are so busy and pulled in so many directions, that they will **REALLY** benefit from CLO's concise, practical and useful resources.
- I think these are great resources and I really can't wait to spend more time going over the resources and implementing the strategies and tools

## YEAR 1 EVALUATION RESULTS – Performance Indicator #5 PILOT SITE EVALUATION

90% of pilots sites will indicate that they have been provided with the opportunity to give feedback to the pilot materials

CLO's evaluation results with the 8 pilots sites:

*"Were you provided with the opportunity to give feedback to the pilot materials?"*

- Strongly agree – 8 participants
- Agree – 0 participant
- Disagree – 0 participants
- Strongly disagree – 0 participants

100% of pilot sites **strongly agreed** with this indicator

Indicator was successfully met



*Comments:*

- Wow....what great resources and tools! I went through the resources a couple of times and I think that they are fantastic...well done.
- I really enjoyed reviewing CLO's social media marketing resources. Now I'm getting excited about diving into this stuff!
- YES!! I can't wait to dig in further to these resources.
- The review process showed me where to go to find the best information and resources on social media marketing without having to do the work myself. Perfect!
- I appreciated the chance to pilot these training modules and I was surprised at the number of resources! They seem very relevant and practical.
- I enjoyed going through these resources and giving input. The modules provide many useful ideas and tools for marketing.

## YEAR 1 EVALUATION RESULTS – Performance Indicator #6

### PILOT SITE EVALUATION

90% of pilots sites will indicate that they were provided with above average support during the piloting process

CLO's evaluation results with the 8 pilots sites:

*"Were you provided with above average support during the piloting process?"*

- Strongly agree – 8 participants
- Agree – 0 participant
- Disagree – 0 participants
- Strongly disagree – 0 participants

100% of pilot sites **strongly agreed** with this indicator

Indicator was successfully met



*Comments:*

- Thanks for making the review process easy. I learned so much that I can user right away in my literacy program
- We really like the user-friendly graphics and step-by-step process that you use in the modules – it made reviewing the modules and using them so much easier
- The resources and examples have provided me with endless possibilities and the confidence to give social media marketing a try! Thanks for helping us on this journey. You guided us exactly where we need to go.
- Thanks for all the support! The resources are very helpful and easy to follow
- Appreciate your help. Now I feel I'm ready to tackle the first step of social media marketing.
- Thanks for helping a complete newbie. These training resources are so useful and relevant, as social media is all new to me.



## YEAR 1 EVALUATION RESULTS – Performance Indicator #7

### PILOT SITE EVALUATION

80% of pilots sites will indicate that CLO’s social media marketing materials will help them to achieve greater outreach to their communities and community partners

CLO’s evaluation results with the 8 pilots sites:

*“Will CLO’s social media marketing materials help you to achieve greater outreach to their communities and community partners?”*

- Strongly agree – 8 participants
- Agree – 0 participants
- Disagree – 0 participants
- Strongly disagree – 0 participants

100% of pilot sites **strongly agreed** with this indicator

Indicator was successfully met




*Comments:*

- Now I understand how I can use social media to market my literacy agency!
- Because of these modules, we have started using Pinterest in our young adults group to post information and resources related to the Literacy & Essential Skills program they are attending. Thanks so much CLO!
- My agency has re-branded and is just venturing out into the world of social media. CLO’s modules helped us develop a plan for social media. The first step for us will be creating a plan for Facebook using suggested materials, links and ideas from the project. We'd also like to look into creating a blog. We really believe this will really help us to reach new community partners.
- Thanks to CLO’s materials, our literacy agency now plans to engage in event advertising on Pinterest to better reach our community. We also hope to create YouTube videos with learners on what they've achieved while in our program. We think that these videos will very much help with outreach to learners, referral partners and our community.
- CLO’s materials have helped us to use Facebook more actively and effectively to get immediate news out to our community: items that may not get in front of occasional visitors to our website. I will be looking at Pinterest as another useful asset in our marketing mix.
- We learned that we have to keep up with technology and integrate it in our marketing plans. We need to use our social media calendar more diligently to plan and track our communications monthly for the appropriate tools and segmented audiences.
- The resources were so useful - great summary of both the critical components of marketing specific to nonprofit literacy organizations AND how to use social media for marketing. It will really help us to market to who we need to in our community, using the tools that are more likely to resonant with them.

## YEAR 1 EVALUATION RESULTS – Performance Indicator #8

### PILOT SITE EVALUATION

70% of pilots sites will indicate that that they anticipate that their literacy agency will experience an increase in referrals based on their outreach to their community and community partners using CLO's social media marketing materials

<p>CLO's evaluation results with the 8 pilots sites:</p> <p><i>"Did your literacy agency experience an increase in referrals based on your outreach to your community and community partners using CLO's social media marketing materials?"</i></p> <ul style="list-style-type: none"> <li>• Strongly agree – 7 participants (88%)</li> <li>• Agree – 1 participant (12%)</li> <li>• Disagree – 0 participants</li> <li>• Strongly disagree – 0 participants</li> </ul>	<p>87.5% of pilot sites <b>strongly agreed</b> with this indicator</p> <p>12.5% of pilot sites <b>agreed</b> with this indicator</p>	<p>Indicator was successfully met</p> 
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**Comments:**

- Because of CLO's materials, I learned how to effectively post messages on Facebook to increase information and referrals to various types of subgroups: community, partners, events, fundraisers etc.
- Thanks to these materials, we will be able to make better use of social media in order to make our program better known to community agencies that might be a source of referrals.
- CLO's materials helped us to realize that we are at a point in our social media marketing where we need to expand the tools that we do use to include more video and pictures that will relate and connect with adult learners and community partners in our community.
- The training modules provides a nice variety of ways to promote literacy in my community. CLO's step-by-step guidelines with the screenshots are amazing!
- You provided a nice variety of marketing examples that will help us market to community partners, business, and other local service providers
- These resources will be very useful for re-evaluating our marketing plan and thinking strategically to make better use of limited financial and volunteer resources. They will help us to focus on and reach our most key target audiences.
- The resources give the user a good grounding in the both the "big picture", as well as steps needed to build a strategy specific to our organization for reaching our most important stakeholders

**CLO'S YEAR TWO PERFORMANCE INDICATORS (2014-2015)**  
**Social Media Marketing Project**

<p>Conduct an evaluation with focus group participants</p> <p>Host a focus group to ensure that the tools and resources are user-friendly and relevant</p>	<ol style="list-style-type: none"> <li>1. 80% will indicate that the social media marketing materials are user-friendly</li> <li>2. 80% will indicate that the materials are relevant</li> <li>3. 75% will indicate that they anticipate using the social media materials to increase outreach to their communities and community partners</li> </ol>
<p>Conduct an evaluation with participants in the face-to-face training sessions to determine the effectiveness of the training and initial responses to the new resources</p> <p>Facilitate 4 face-to-face training sessions</p>	<ol style="list-style-type: none"> <li>4. 75% of participants will indicate that the training was useful in supporting them for future use of the new social media marketing materials</li> <li>5. 75% of participants will indicate that they anticipate using the new social media marketing material</li> </ol>
<p>Conduct an evaluation with webinar participants to determine the effectiveness of the training and initial responses to the new resources</p> <p>Facilitate 4 webinar training sessions</p>	<ol style="list-style-type: none"> <li>6. 75% of participants will indicate that the webinars were useful in supporting them for future use of the new social media marketing materials</li> <li>7. 75% of webinar participants will indicate that they anticipate using the new social media marketing material</li> </ol>
<p>Conduct an extensive evaluation of implementation results with a minimum of 20 agencies (five per region)</p> <p>Note: we increased this to 25 agencies</p>	<ol style="list-style-type: none"> <li>8. 70% of agencies will indicate that they have used or plan to use the new resources</li> <li>9. 70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources were/could be effective in assisting them with the outreach to community partners</li> <li>10. 70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources helped or could help to increase community awareness of literacy issues</li> <li>11. 70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources helped or could help to increase in referrals from community partners</li> <li>12. 70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources helped or could help to increase in the number of learners in their programs</li> </ol>

## YEAR 2 EVALUATION RESULTS – Performance Indicator #1

### FOCUS GROUP EVALUATION

80% will indicate that the social media marketing materials are user-friendly

CLO's evaluation results with the 12 Year 2 focus group participants:

*"Were the materials produced in CLO's Social Media Marketing project user-friendly?"*

- Yes – 12 participants
- Somewhat – 0 participants
- No – 0 participants

100% of focus group participants agreed with this indicator

Indicator was successfully met



*Comments:*

- I love the 101 aspect of these materials. Easy to use – great learning tools. Finally something that a novice like me can use.
- Lots of great information. Fantastic to have the reassurance of knowing there are others at the beginning stages too. And that learning and upgrading are ongoing (lifelong learning!).
- Thank you for treating our tentative first forays into this area of Social Media with respect and professionalism. This topic is very much needed!
- Information is excellent to get the novice off the ground. Lowers the anxiety level. Gives concrete examples and advice.

## YEAR 2 EVALUATION RESULTS – Performance Indicator #2

### FOCUS GROUP EVALUATION

80% will indicate that the materials are relevant

CLO's evaluation results with the 12 Year 2 focus group participants:

*"Were the materials produced in CLO's Social Media Marketing project relevant to your needs?"*

- Yes – 12 participants
- Somewhat – 0 participants
- No – 0 participants

100% of focus group participants agreed with this indicator

Indicator was successfully met



*Comments:*

- Very professional done and really required. Thank you!!
- Excellent resource for prospective and actual users of Social Media. Kudos to the CLO staff. 😊
- Social Media is so important, yet so overwhelming. These modules look so practical – step by step, easy for anyone in our organization to use. I love that CLO is leading the pack with innovative, useful tools to help us all become more accessible through these free marketing tools!
- The materials are Perfect for agencies (literacy or otherwise) who are starting out with social media

## YEAR 2 EVALUATION RESULTS – Performance Indicator #3

### FOCUS GROUP EVALUATION

75% will indicate that they anticipate using the social media materials to increase outreach to their communities and community partners

CLO's evaluation results with the 12 Year 2 focus group participants:

*"Have you, or do you, anticipate using CLO's Social Media Marketing materials to increase outreach to your community and community partners"*

- Yes – 12 participants
- Somewhat – 0 participants
- No – 0 participants

100% of focus group participants agreed with this indicator

Indicator was successfully met



*Comments:*

- Clear, attractive, and self-explanatory
- Social Media marketing seems to be the new way of marketing
- Knowledgeable people on social media! Practical information that can be used by all – new to social media or not! Looking forward to these workshops!
- Fantastic job on this project ladies! I am so impressed with the thought that went into developing each module. It is so user friendly, so informative and great for newbies (like me) to embrace these concepts and feel more confident about using them. Thank you so much!!
- Answer to my community-based agency's prayers! Comprehensive, accessible, geared to our sector – ideal for agency staff, and may lead to learner content too! Many thanks!

## YEAR 2 EVALUATION RESULTS – Performance Indicator #4

### FACE-TO-FACE TRAINING EVALUATION

75% of participants will indicate that the training was useful in supporting them for future use of the new social media marketing materials

Face-to-face training sessions were held in London, Orillia, Ottawa and Sudbury. 74 people attended and 57 evaluations were received.

Conduct an evaluation of the training sessions to determine the effectiveness of the training and initial responses to the new resources.

*“Did you find that CLO’s training was useful in supporting you for the future use of the new social media marketing materials?”*

- 100% of respondents said that the training was useful or somewhat useful in supporting them for future use of the new social media marketing materials.
- Yes – 49 participants (86%)
- Somewhat – 8 participants (14%)
- No – 0 participants

100% of participants to our training agreed with this indicator.

Indicator was successfully met



**Comments:**

- Yes very useful. I really liked the handout which is going to be great to refer to later on.
- Lots of great extra tips from the people “in the know”
- Twitter! And some new ideas for videos for 2015 marketing campaign.
- The 101 segments will be very helpful when providing support to clients re: computer training
- Very enthusiastic presenters! Very knowledgeable, personable, and great speakers
- It was a very interesting, laid back and easy to follow workshop. You answered all the questions I had, and I’m very glad I attended this workshop today. Thank you!
- Very helpful! Looking forward to looking at the modules.
- I was thankful to have access to your presentation today. Super.
- Wonderful training session. I can’t wait to use all the skills learned in my future projects.
- Well done. I look forward to going to some of the suggested websites and learning more. Thanks!
- This workshop was excellent. So informative. Received great tools to use going forward for our organization! Thank you so much.

## YEAR 2 EVALUATION RESULTS – Performance Indicator #5

### FACE-TO-FACE TRAINING EVALUATION

75% of participants will indicate that they anticipate using the new social media marketing material

Conduct an evaluation of the training sessions.

*“Do you anticipate using CLO’s new social media marketing materials?”*

- 100% (57 of 57) of respondents said that they are likely or somewhat likely to use the new social media marketing materials.
- Yes – 48 participants (84%)
- Somewhat – 9 participants (16%)
- No – 0 participants

100% of participants to our training agreed with this indicator

Indicator was successfully met



*Comments:*

- As a new immigrant to Canada, it was so valuable for me to learn about this new terminology and new concepts of social media in such as clear and user-friendly manner. This training and these modules will help me immensely in my job! Thank you.
- Thank you for today’s presentation and valued information about Social Media Marketing.
- Thank you for helping us to understand this important area of social media marketing.
- A very informative and well-presented workshop. I am impressed with the information and will definitely be looking at the modules and sharing the information with others.
- Thank you for the amazing workshop! I can feel your passion for social media ☺
- Very interesting and easy to understand, thanks to the speakers
- Very useful info as one of my weak areas is recruitment. Many in the community are not aware we exist. Social media can drastically change this!!
- Thanks – I learned some new things that I didn’t know before and will be able to put them into practice
- Your Social Media & Marketing Workshop was SO helpful! It's always great to hear fresh ideas, helpful tips, and it helps that the speakers do such a great job of presenting. Thank you, ladies! :)
- Thank you for this presentation; extremely useful. I look forward to checking out some of the links you provided.



## YEAR 2 EVALUATION RESULTS – Performance Indicator #6

### WEBINAR EVALUATION

75% of participants will indicate that the webinars were useful in supporting them for future use of the new social media marketing materials

Four webinars were held in January and February 2015. 78 people registered for the training, and 39 evaluations were received.

*(Please see page 19 for information on the number of participants who have accessed the recorded webinars to date.)*

Conduct an evaluation with webinar participants to determine the effectiveness of the training and initial responses to the new resources

*“Did you find that CLO’s webinar was useful in supporting you for the future use of the new social media marketing materials?”*

- 100% (39 of 39) of respondents said that the webinar was useful in supporting future use of the new social media marketing materials.
- Yes – 34 participants (87%)
- Somewhat – 5 participants (13%)
- No – 0 participants

100% of participants to our webinars agreed with this indicator

Indicator was successfully met



**Comments:**

- I am new to this so all the information was useful
- A helpful introductory seminar
- Excellent webinar – as always!
- Really helpful and practical insight. Thanks!
- Wonderful webinar 😊 I am a step closer to creating my twitter account
- Very clear presentation. Thanks.

## YEAR 2 EVALUATION RESULTS – Performance Indicator #7

### WEBINAR EVALUATION

75% of webinar participants will indicate that they anticipate using the new social media marketing material

Conduct an evaluation with webinar participants

100% of participants to our webinars agreed with this indicator

Indicator was successfully met

*“Do you anticipate using CLO’s new social media marketing materials?”*

- 100% (39 of 39) of respondents said that they are likely or somewhat likely to use the new social media marketing materials introduced to them in the webinar.
- Yes – 32 participants (82%)
- Somewhat – 7 participants (18%)
- No – 0 participants



*Comments:*

- The webinar was great. Because we’re part of a multiservice organization, we need to make sure our strategies are coordinated across the organization.
- We have already created a Facebook page and now look forward to watching it grow.
- I felt you moved through a big topic well and provided extremely relevant information that I will be able to utilize right away. Thank you so much! Great job 😊
- Thank you for a great webinar series and the wonderful online modules. It is so helpful for those of us who are still not comfortable in this “social” online world! I’m learning ... slowly but surely. Good to know more about Canva, “boost post”, “insights”, “schedule post”, and ways to increase followers. Thank you! This was an EXCELLENT webinar! Thanks so much for all of your great ideas. We will benefit highly from everything that you presented today.
- Thanks so much. Very informative. I have so much more to learn, and this was a very helpful beginning.
- Thank you. Well organized and easy to follow.

## **ADDITIONAL SUCCESS STORY REGARDING THE WEBINARS:**

While it was not a requirement to track this for the Evaluation Report and Performance Indicators, Community Literacy of Ontario is delighted to share this success story with the Ontario Trillium Foundation.

Not only were CLO's Social Media Marketing webinars delivered live, there are also available as online recorded webinars.

We are proud to report that these recorded webinars have been extremely successful. In the three month and one week period between February 13, 2015 and May 20, 2015 our webinars were utilized this often:

- Social Media Marketing (with a Focus on **Facebook**) webinar recording was accessed **89 times**
- Social Media Marketing (with a Focus on **Twitter**) webinar recording was accessed **75 times**

These webinars can be accessed at:

[www.communityliteracyofontario.ca/wp/wp-content/uploads/smm/Recorded-Webinars.pdf](http://www.communityliteracyofontario.ca/wp/wp-content/uploads/smm/Recorded-Webinars.pdf).



## YEAR 2 EVALUATION RESULTS – Performance Indicator #8 IMPLEMENTATION EVALUATION

70% of agencies will indicate that they have used or plan to use the new resources

Conduct an extensive evaluation of implementation results with a minimum of 20 agencies (five per region). In total, 25 agencies evaluated our social media marketing modules.

*“Have you used CLO’s new social media marketing resources?”*

- 100% (25 of 25) of the pilots indicated that they had used the new resources.
- Yes – 25 participants
- Somewhat – 0 participants
- No – 0 participants

100% of participants agreed with this indicator

Indicator was successfully met



*Comments:*

- I look forward to using some of the strategies learned in this really comprehensive, yet not overwhelming module. I will also be forwarding the link to it to friends in other nonprofit agencies.
- It’s an excellent resource. Thank you for making such a great tool!
- Because our organization is small, I didn’t think Twitter would be an effective tool. You showed me that we can use it. Thanks!

## YEAR 2 EVALUATION RESULTS – Performance Indicator #9 IMPLEMENTATION EVALUATION

70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources were/could be effective in assisting them with the **outreach to community partners**

Conduct an extensive evaluation of implementation results. In total, 25 agencies evaluated our social media marketing modules.

100% (25 of 25) of the pilots said that CLO's modules were effective (and will continue to be effective) in helping them with **outreach to their community partners**.

*"Were the modules effective in helping you with outreach to community partners?"*

- Yes – 25 participants
- Somewhat – 0 participants
- No – 0 participants

100% of participants agreed with this indicator

Indicator was successfully met



*Comments:*

- Even though we've been using social media, there were many things we're not doing and should
- It's a handy online guide with excellent resources
- I think they will absolutely help to increase community awareness of literacy because more literacy practitioners will be able to use Twitter to reach a wider audience. Conversations about literacy don't happen often enough, so doing it online for all to see is a good way to get others engaged who wouldn't normally be part of these conversations.

## YEAR 2 EVALUATION RESULTS – Performance Indicator #10

### IMPLEMENTATION EVALUATION

70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources helped or could help to **increase community awareness of literacy issues**

Conduct an extensive evaluation of implementation results. In total, 25 agencies evaluated our social media marketing modules.

*“Do you feel that CLO’s modules were effective (and will continue to be effective) in helping you raise awareness in your community?”*

100% (25 of 25) of the pilots indicated that CLO’s modules were effective or somewhat effective (and will continue to be effective) in helping them **raise awareness in the community**.

- Yes – 24 participants (96%)
- Somewhat – 1 participant (4%)
- No – 0 participants

100% of participants agreed with this indicator

Indicator was successfully met



*Comments:*

- I was amazed at how many people our post reached. I am feeling more positive that I have the tools to continue raising awareness in our community through Facebook.
- At the start of this pilot we decided to use our page to connect with the community and promote our program as well as the events and organizations we are involved in. We added links to our Facebook page to our electronic signatures and our website. We have made a conscious effort to post more often and to post items that might draw the attention of a wider audience. In one month, our likes have increased by 16%.

## YEAR 2 EVALUATION RESULTS – Performance Indicator #11 IMPLEMENTATION EVALUATION

70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources helped or could help to increase in **referrals from community partners**

Conduct an extensive evaluation of implementation results. In total, 25 agencies evaluated our social media marketing modules.

*“Do you think that CLO’s social media marketing modules have helped or will help increase referrals from community partners?”*

- 92% (23 of 25) of the pilots indicated that their social media marketing efforts attributed (or will attribute) to an increase in referrals.
- 8% (2 of 25) of the pilots indicated that this was “not applicable” because they do not deal directly with clients and so do not receive referrals.
- No respondents indicated that their efforts would not attribute to an increase in referrals.

92% of participants agreed with this indicator

Indicator was successfully met



*Comments:*

- I think that having an active and interesting Facebook page will be a big benefit. It will open us up to a wider audience and will therefore generate more referrals in the long term.
- Thanks for the help with social media marketing. These are great tools.
- I understood the value of Facebook – now I understand why Twitter is important for our literacy agency and how we can use it. Twitterverse watch out – we are on our way!

## YEAR 2 EVALUATION RESULTS – Performance Indicator #12 IMPLEMENTATION EVALUATION

70% of respondents who indicate having used the social marketing materials will determine that the new social media marketing resources helped or could help to **increase in the number of learners in their programs**

Conduct an extensive evaluation of implementation results. In total, 25 agencies evaluated our social media marketing modules.

*“Do you think that CLO’s social media marketing modules have helped or will help increase the number of learners in your program?”*

- 88% (22 of 25) of the pilots indicated that their social media marketing efforts have brought (or will bring) an increase in the number of learners who register with their agency.
- 8% (2 of 25) of the pilots indicated that this was “not applicable” because they do not deal directly with learners.
- 4% (1 of 25) of the pilots said that their social media marketing efforts have not brought an increase in the number of learners.

88% of participants agreed with this indicator

Indicator was successfully met



*Comments:*

- Word of mouth is the best advertising and our social media has created a “buzz”
- We really need HELP getting our important literacy message out to our community, learners, partners and funders and social media is a great way to do this.
- Have already been using Facebook for our organization for a little while but learned so much more today. Next step: a Twitter account!



## **YEAR 2 EVALUATION RESULTS**

### **IMPLEMENTATION EVALUATION**

#### **General Observations**

- Overwhelmingly positive feedback was received about CLO's social media marketing modules from the 25 agencies.
- Pilots tried out a variety of social media platforms, the four most popular being Facebook, Twitter, Pinterest and LinkedIn.
- The most popular features of the modules were the resources and links, the easy-to-follow layouts, the examples and images. They also liked that the examples were from the non-profit field so were relevant.
- The pilots found the modules to be very user-friendly, easy to follow and written in a clear and engaging manner. They appreciated the clear examples and graphic images that supported the content.
- All but two of the pilots (23 of 25) had existing social media accounts for the platform they were working with, but they did not use them regularly and were looking to increase their knowledge and skills. Some of them used social media personally but had not yet started to use it for their organizations.
- Pilots reported that CLO's modules helped them to set up and/or update their social media profiles.
- One agency noted that being part of the pilot phase encouraged them to make more of an effort than they had previously made with their social media, and they noticed immediate results.
- A number of other pilots noted an increase in "likes" and followers, particularly from outside of their traditional target market
- One pilot noted that while they haven't seen immediate results, they are confident that they will see increased and improved outreach as their skills and knowledge of how to use social media grows
- One pilot site indicated that the quality of their Facebook and Twitter posts has improved as they have gained new knowledge and skills. They plan to continue to grow their social media presence through LinkedIn and Pinterest. They stated that the CLO modules have been an impressive resource for them.
- One pilot noted that their social media marketing efforts have created a new "buzz" around their programming.

## **YEAR 2 EVALUATION RESULTS**

### **IMPLEMENTATION EVALUATION: Additional Comments**

- I know I was learning about Twitter, but this project has increased our use of Facebook. The resources provided lots of useful tips which we have implemented. So, Twitter is still a bit of a mystery, but social media has certainly become a larger part of our marketing approach because of your project.
- I believe that this social media marketing initiative is needed and essential in our industry. So many are afraid to reach out in this way. Hopefully these modules will help to get the conversations started and begin to break down these fears we have of using social media for good. Great job CLO!
- Thanks for the opportunity, as it has made me spend more time getting to know Facebook than I might have spent otherwise.
- I have to admit that Twitter was quite the challenge for me, but I'm liking it more now. Your modules were a great help to me!
- I look forward to using some of the strategies learned in this really comprehensive, yet not overwhelming module. I will also be forwarding the link to it to friends in other non-profit agencies. It's an excellent resource. Thank you for making such a great tool!
- I think these resources are incredibly useful. Even the social media gurus of organizations need the opportunity to reflect on their current practices and get back to basics.
- It was very interesting and opened my eyes up to some new resources.
- I think they will absolutely help to increase community awareness of literacy because more literacy practitioners will be able to use Twitter to reach a wider audience. Conversations about literacy don't happen often enough, so doing it online for all to see is a good way to get others engaged who wouldn't normally be part of those conversations. I think if literacy practitioners start engaging in this type of interaction, they will certainly draw more learners to programs.