The Analysts -- Wrap-up Discussion

This is Julia from the Backuppers. Please do not forget to comment on the following questions for our documentation blog. THX!

1) During the campaign, what worked well in your team? What do you think you achieved to make the campaign a success?
 2) What could you have been done better from your team to make the campaign a success?
 3) Did you benefit from the exchange with the Missoula or Berlin students in your team? In what way?
4) Tell us something about the development of the hypotheses and how you think to make the campaign effects measurable.
5) Which tools have you used to enquire about evaluating social media campaigns?
6) Which things did you find particularly hard to achieve?
7) Have you got recommendations for people who want to realise a social media campaign of their own?

Hi! Im here when you guys are ready. Unfortunately Viktor cant be here today.
Okay. :(
Darn, but sounds good.

1) I think setting up a seperate group just for the analyst was a really good idea, so that we could communicate more easily amongst ourselves.
Very much agreed.
Yeah that was really helpful, I also think that setting up our own experimental facebook page at the beginning of the campaign was a good idea so we could test out how to analyze our results and see if Facebook was a good way to measure what we were doing.
Definately

2) Did you guys in Berlin find that other ways of analyzing would have been good in your campaing besides using Facebook? I think in Missoula we should have had a broader scope on how we campaigned and that would have helped make our campaign better because there would be more ways to track our progress.
This is a good point. When writing up the analysis last night, it struck me how much we based the analysis on Facebook Insights Data, and the way Facebook categorises things (Likes, Talking about this, Reach, etc). If we had more time on this campaign, I would definately try to branch out and use other tools.
Yeah and there are so many different forms of communication that probably happened offline that we did not even track because we couldn't as well. That's true.
I actually had the same question as Megan. ^ We pretty much just turned into using Facebook, which was not really intended but that's the way it worked out. Did you use anything else? We had tons of ideas at the beginning for websites, Youtube, etc. and ways to track them, but we didn't really end up using any of that. Thoughts? And I agree with Megan, I think that it would have been better to use a broader scope.
True, it is a shame considering all of our ideas at the start. We did have a short poll at our water tasting with 3 questions - Could you taste the difference, Which do you think is tap water, Which tasted better? So we got percentages for that, which made a nice pie chart for our page, but apart from that it was mainly Facebook Insights.
that's good, we did not do that haha, the only survey we did happened in our class and yours.

yeah Facebook was definitely good because everyone has a Facebook and we reached a ton of people that way but I think it wasn't enough of a variety and we missed out on some opportunities.

Yes, but your online class survey was a great idea (very impressed by the way - i dont think i could have put that together)

Thanks!

Agreed. I also think it didn't help much that we hadn't defined a target audience.

Yeah for sure which I think plays a part in not having an exact goal to accomplish

Yep. Definitely put that in my final. Me too haha.

Here in Berlin we talked generally about targetting international students at first, but in the end we just ended up targetting students/ people we know in Berlin, which tend to be young people/ students anyway. I think that it actually worked out ok, we wouldnt have wanted to narrow the target audience any more than that. It may have been slightly vague, but Im not sure narrowing the target audience any more than "students/people we know" wouldnt have helped.

Do you think that maybe having a more focused or more tangible goal would have helped?

Yes a more tangible goal could have helped. On the other hand, we discussed here in Berlin having the goal of a water fountain being installed in the university but given the limited time frame of our campaign we decided against it. But definately, if we had more time I think a tangible goal would help! So agreed! We didn't have a whole lot of time at all. Yea, and we had the discussed the issue of going to the management, fighting for our cause ect, and then a month later just dropping the campaign and saying - well actually we were just doing this for our seminar... Which may not have looked too good on our part.

Haha. Yeah. Exactly. I'm pretty sure we did that too :) that's also where a more tangible goal would have helped instead of being wishy-washy on what we were trying to accomplish. Should we go to question 4 on the page?

I agree :) I think we could have used that in Missoula. That's interesting, we talked about that too but somehow that got dropped and I can't remember why now. I think it would have been really good to give people that plausible promise to support our cause.

I htink this is where our lack of a plausible promise came in...

yeah exactly- said that in my final too haha Me too!

Do you think you would have been more successful/less successful if you targeted a specific audience?

Gotcha :) I think the same thing happened in Missoula.

Yeah, we never really talked about it, and I kind of figured it would be students, but if this was more definitive and we gave it more thought, there are a thousand avenues to get in contact with students. So we could have used some if we had thought more about it. But then I think that would be bridging out of just social media a tad.

Exactly ^ which is why I think this campaign was hard in the first place because we were trying to only use social media and I really don't think that's possible haha.

Thank you! ^ That's what I'm saying. It was a socail media project, but we all know social media alone doesn't do squat. So...

haha yep

3) We benefitted greatly from the exchange with the Missoula analysts :). The initial discussions via pirate pad were very useful and we came up with lots of good ideas. The Missoula group idea to do a survey with the two classes was extremely useful for our first hypothesis!

I think the class survey was a good idea too! Our original hypothesis was that our page would change people's e's minds, so we did a survey. But that was a mess. It didn't work at all, and we surmized that it wouldn't show a lot of change anyway because most of the people on our page are pro tap water. Duh. So our new hypothesis was that people tend to join groups that share their views. Which is obvious as well. Haha

4)?Did you guys in Berlin find anything you did not expect from the results of the survey or not expect? Changes in behavior in your class that suprised you?
I think us in Missoula were a little surprised by some of the results but I was wondering if you guys were at all surprised by the results too?
To start with what wasnt surprising... the fact that every Monday there was a surge in Likes, Reach, People Talking about the Facebook Page. This may have had something to do with our Monday seminars...Hmm I wonder if that happened for our page too? Not really.
Did you guys in Berlin have someone who was designated to post things on your Facebook page everyday? Or how did you do that? I think that's what we did here so maybe that is why we did not have a spike on days our class met like you guys did.
Oh I see.. that is a great idea, maybe we should have done that. That could explain our surge of activity during seminars. I think the Networkers just started out posting when they had something. So at the beginning, the posting was not necessarily constant/ every day. But towards the end, I think they starting posting things more regularly, and our traffic increased.

What I did find surprising was that in the Taste Test, most people thought Tap water tasted better! That was a nice suprise :)
Yeah that's really awesome.
Nah, our major surges were during the flash mob (but it was fleeting) and then around the 28th when we were enacting plans to increase traffic on the page.
^makes sense :)
I did notice that you guys seemed to have more water facts in general posted on your page. I thought that was a great idea, and that's kind of how I envisioned our page would be at the start.
^yeah which was great
Thanks, I cant take responsibility for that, but I will tell the Networkers!

So what, looking back at the analytics, created the most traffic/interest on your page? For us it was the interactive stuff, like the question about tap water and the survey.
And the flashmob pictures are videos right? Was that one?
Oh yeah. I kinda meant like inidivdual category stuff, but yes - the flash mob showed a large spike in activity on our page as a whole because we were posting and people were visiting.
The insights graphs show spikes on the last few Mondays, as discussed.
For us, there was also a spike in views after the taste taste, but unfortunately not in likes/reach. However, this week we have had a huge increase in traffic.

5) What tools did you in Berlin use most to analyze affects? Did we agree we all pretty much just used Facebook Insights?
I can agree with that. Which is a small disappointment, but hey. Same with us.

It was great working wiht everyone! Goodbye. t's been good. :)
Yeah, thank you, Amber! We have to go now, sorry! But good job guys :)
Ok, nice working with you !! :)