



Check List

Have you identified how the findings of performance monitoring will be used to adapt the Social Media strategy specifically and/or the CBP strategy generally? Who will do this and when in relation to the program cycle?

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Have you linked the performance indicators for your Social Media strategy to protection indicators?

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Have you defined your objectives, activities and tools in collaboration with all stakeholders, including communities?

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Have you defined with all stakeholders your SMART goals and SMART indicators/metrics?

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Have you decided exactly what to monitor and which performance metrics/indicators will allow you to do this? How often and for how long will you monitor these?

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Have you identified who will be responsible for each step of Social Media performance monitoring (i.e., collecting, compiling, cleaning, visualizing and analyzing the data, and reporting on the findings)?

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Have you discussed with stakeholders the question of who needs to see the data and/or the findings, how often and in what format?

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Have you created a schedule for monitoring real-time and asynchronous data?

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Have you assessed the resources needed to implement your monitoring plan?

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