



## Do's

**DO** keep it simple. Only measure what you need and can measure. It's not about what you can track but what you need to track to report on your selected metrics/indicators.

**DO** link back to your objectives. Be clear about the questions you are asking, why and how you plan to answer them. Select indicators that are most relevant and collect data only for these.

**DO** feed your Social Media M&E into wider efforts to measure protection outcomes and impact. M&E can't assess overall CBP project or programme impact but it should be a part of that process.

**DO** identify the intended users of your monitoring data and findings. Who can and should make decisions based on the findings and what is the best format for them to receive it? These questions should be answered before monitoring begins, so your monitoring plan reflects their needs and data can be processed, analyzed and presented in a way that will be useful to them.



## Don'ts

**DO NOT** just focus on website statistics. Even if you only pick a few indicators, think more broadly about M&E to include quality and usefulness, uptake and use of your outputs.

**DO NOT** entirely base your M&E on data analytics, without involving communities and Persons of Concern.

**DO NOT** treat your Social Media activities as stand-alone but rather try to evaluate them in relation to the overall CBP strategy. Bear in mind the context, including possible changes on the ground.

**DO NOT** underestimate the use of qualitative metrics, especially if your protection outcomes involve some sort of behavioral change.