Texas Department of Transportation

Social Media Match NHTSA-Funded Grants

Fiscal Year 2016 Trial Program

Traffic Operations Division – Traffic Safety

Date: October 2016

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OVERVIEW

Purpose

In fiscal year 2016 (FY16), the Texas Department of Transportation (TxDOT) launched a social media match trial program in order to explore the option of using social media as a viable source of earned media match for programs and campaigns funded by National Highway Traffic Safety Administration (NHTSA) grants. The purpose of the trial:

- To support the goals and strategies of our state traffic safety program to reduce the number of motor vehicle-related crashes, injuries, and fatalities in Texas

- To serve as an incentive for TxDOT sub-grantees and media agencies to use social media in order to engage the citizens of our state in a more personal and collaborative way regarding the issues of traffic safety

- To evaluate processes and procedures to determine whether or not the time spent garnering social media match brings adequate value for the investment required

- To establish the best methods for implementing a social media match program

Parameters

Trial Program Dates

The program was conducted during the last six months of the 2016 fiscal year. The tracking of earned media from social media was scheduled to begin April 1, 2016 and end September 30, 2016.

Eligibility

TxDOT invited fourteen (14) non-enforcement related highway safety grants to participate in the trial. Sub-grantees who were already using social media were given a preference because they were familiar with the online environment. These general grants were divided into nine (9) groups since some of the fourteen selected were managed by the same organization and share the same social media accounts. The three media agencies active with TxDOT were also invited to participate

Baseline and Performance Measures

Because Texas is the first state to do a program for match based on social media, there is no performance baseline for comparison. In fact, the trial program is viewed as a scientific and social experiment. However, TxDOT has considered the state's past history of using paid online and social media advertising for traffic safety programs in order to give some indication of past successes. TxDOT will also document the processes used in the trial program including what worked and what did not work. A survey will be conducted at the end of the trial to obtain feedback from the participants.

HISTORY

Social Media History

Facebook was founded in 2004, YouTube in 2005, and Twitter started in 2006. Businesses and non-profits began to tentatively explore social media around the year 2009, according to *Entrepreneu*r [December 2010, "How Social Media is Changing Business"]. Their embrace of the newly developing media led to considerable creative experimentation. By 2011, non-profit organizations began to see ways to use social media to spark change. The world even witnessed revolutions in some parts of the world such as Egypt, driven in large part by social media. Tools such as Twitter demonstrated that social media could be a powerful instrument for convincing hearts and minds to take action.

Social media has provided an environment for experimentation where people can share ideas, announce the activities they are doing, get inspiration, inspire others, and gain a sense of momentum by seeing similar stories from around their city, state, country, or even the international community. It also has provided an ideal environment for inspiring social change. Therefore, non-profit organizations began to fully participate earlier than for-profit businesses. But within a short time, almost every organization was getting on board.

- *The Chronicle of Philanthropy* reported in February 20, 2011:
  - o "An astounding 97 percent of non-profits are using social media."

- *AdWeek* published in the January 12, 2015 edition (reviewing their 47-page "State of Marketing" report that surveyed 5,000 marketers nationwide:
  - o "66 percent of marketers surveyed believe social media is core to their business and have a dedicated social media team."

- By March 2016, the benefit of reaching the social media audience could not be ignored and even mainstream media began to quote Twitter and Facebook posts from public figures:
  - o Facebook reported their average Daily Active Users (DAU) of 1.09 billion worldwide
  - o Twitter reported 305 million

TxDOT's Social Media Use

TxDOT was an early adopter of internet advertising and social media for traffic safety campaigns. The Agency began exploring the benefits of online advertising for traffic safety paid media campaigns as early as 2007 when TxDOT conducted four focus groups and an online survey of 400 college students (ages 18-24). The survey asked the students about their media-consuming habits and tested key messages and materials for effectiveness. The survey results recommended online public education efforts and alternate media campaigns to be delivered via the internet. This was reinforced by the *PEW Internet and American Life Project* which showed that 82 percent of those ages 18-24 were online regularly [*Generations Online*, 2005]

TxDOT's move into online and social media began with dedicated campaign websites, as well as the only paid online advertising available at that time; banner ads and sidebar ads. These ads were placed on the sites most visited by the target audience, which organically began to include social media platforms like Facebook. It wasn't until 2013 that Facebook started a new trend by placing paid advertising within the newsfeed, which allowed the ads to be "shared" with friends, multiplying their ad reach. Those first experiments were so successful, that online advertising was gradually expanded to become an integral part of all the traffic safety campaigns.

Teens and young adults were the first to adopt social media. Therefore, TxDOT's Traffic Safety Section was quick to see the potential of social media platforms for reaching and engaging the teen and young adult demographic (ages 17-34). This same demographic demonstrates the most risky traffic safety behaviour. Therefore, online and social media applications provided the perfect way to reach and engage this young audience.

- In the fall of **2008**, TxDOT established their first social media accounts --Twitter and YouTube.

- Early in **2009**, TxDOT set up their first Facebook Page.

- In **2013**, TxDOT hired a full-time Social Media Specialist and began to feature the Traffic Safety campaigns like *Click It or Ticket* prominently on the front of TxDOT's Facebook and Twitter landing pages.

- Since **2014**, regular posts about TxDOT's traffic safety campaigns and events have grown significantly in volume and community engagement. Sub-grantee programs like Mothers Against Drunk Driving (MADD) and the National Safety Council (NSC), have also begun to use social media to engage the public.

TxDOT and Social Media

For TxDOT's Social Media Match Trial Program, the main social media platforms that are included are the three most prolific: Facebook, Twitter, and YouTube. Others do not have enough data or history at this point, but may be added to the list in the future.

Table 1: TxDOT History Compared to Social Media History

YEAR	EVENT	TxDOT HISTORY	COMMENTS
2004	Facebook was founded		
2005	YouTube was founded		
2006	Twitter was founded		
2007		TxDOT used paid online ads for the first time: 2 traffic safety campaigns	• College & Young Adult Impaired Driving, Spring Break • Click It or Ticket
2008		TxDOT expanded online advertising: 3 traffic safety campaigns & included advertising on social media sites. TxDOT established Agency Twitter & YouTube accounts	• College & Young Adult Impaired Driving, Spring Break • Click It or Ticket • Labor Day Impaired Driving
2009		TxDOT expanded online advertising to include over 4 traffic safety campaigns. TxDOT established an Agency Facebook Page	• College & Young Adult Impaired Driving, Spring Break • Click It or Ticket • Labor Day Impaired Driving • Christmas Holiday Impaired Driving
2013	Advertising placed in the newsfeed began as a standard practice	TxDOT expanded online advertising to all campaigns TxDOT hired a full-time Social Media Specialist	TxDOT began placing traffic safety campaigns on the front page of their Facebook and Twitter accounts & made frequent posts to announce events and issue safe driving tips
2015		TxDOT began planning the Social Media Match Program	TxDOT subject matter experts met regularly to outline the program
2016	Facebook subscribers exceed 1 Billion	TxDOT started the Social Media Match Trial Program	TxDOT Facebook subscribers exceeded 150,000

TxDOT began exploring paid internet advertising in 2007. Tracking the first three years of TxDOT's experience gives a picture of the path to a successful online presence.

By 2009, it became evident that TxDOT's paid online advertising was attracting and engaging the public in a dynamic way.

Table 2: TxDOT's History: Paid Internet Advertising

YEAR	CAMPAIGN	PAID INTERACTIVE BUDGET	RESULTS
2007	College & Young Adult Impaired Driving	Dedicated budget amount not on record	• 140,000 server hits • 4,000 video downloads • Hundreds of engagements
2007	Click It or Ticket	Dedicated budget amount not on record	• 12,000 click-throughs • 20 million impressions
2008	College & Young Adult Impaired Driving	$44,320	• 32,700 click-throughs
2008	Click It or Ticket	$136,000	• 60,000 click-throughs
2008	Labour Day Impaired Driving	$57,400	• 180,000 engagements • 3.9 million impressions
2009	Christmas & New Year Holiday Impaired Driving	$49,179	• 68,000 click-throughs • 31.9 million impressions
2009	College & Young Adult Impaired Driving	$46,218	• 18,500 click-throughs • 2.74 million impressions
2009	Teen Click It or Ticket	$34,042	• 47,242 click-throughs • 11.1 million impressions
2009	Click It or Ticket, spring	$68,726	• 10,000 click-throughs • 11.3 million impressions
2009	Click It or Ticket, supplemental - summer	$100,744	• 15,000 click-throughs • 17.3 million impressions
2009	Labour Day Impaired Driving	$118,937	• 13,620 click-throughs • 11.2 million impressions

SOCIAL MEDIA AS EARNED MEDIA

The Dynamic Potential of Social Media

After 2009, it became apparent to TxDOT that, when it came to social media, *earned media* held even more potential than online advertising for influencing driver behavior.

Research has shown that any time a story is seen as an "editorial" instead of a paid message it is valued more by the public. People are often more inclined to trust what other people say rather than what an organization says about itself. Authenticity is the key. If you don't believe that someone is being genuine; or if you think they have a hidden motivation (such as profit), then their message is easy to discount. A Nielsen study in 2013 found that earned media is the most trusted source of information in all the countries it surveyed worldwide. It also found that earned media is the channel most likely to stimulate the public to action. Therefore, it is a standard operating procedure in the public relations (PR) and advertising industries to give earned media a higher value than paid advertising. It is called Advertising Value Equivalency (AVE).

Earned media is especially influential when it comes to social media because social media revolves around obtaining information from people that are already known and trusted such as friends and family. It's about public engagement and collaboration. It provides everyday people an opportunity to easily and quickly voice their opinion and participate in the discussion through comments, likes, and shares. And information spreads quickly in the social media environment.
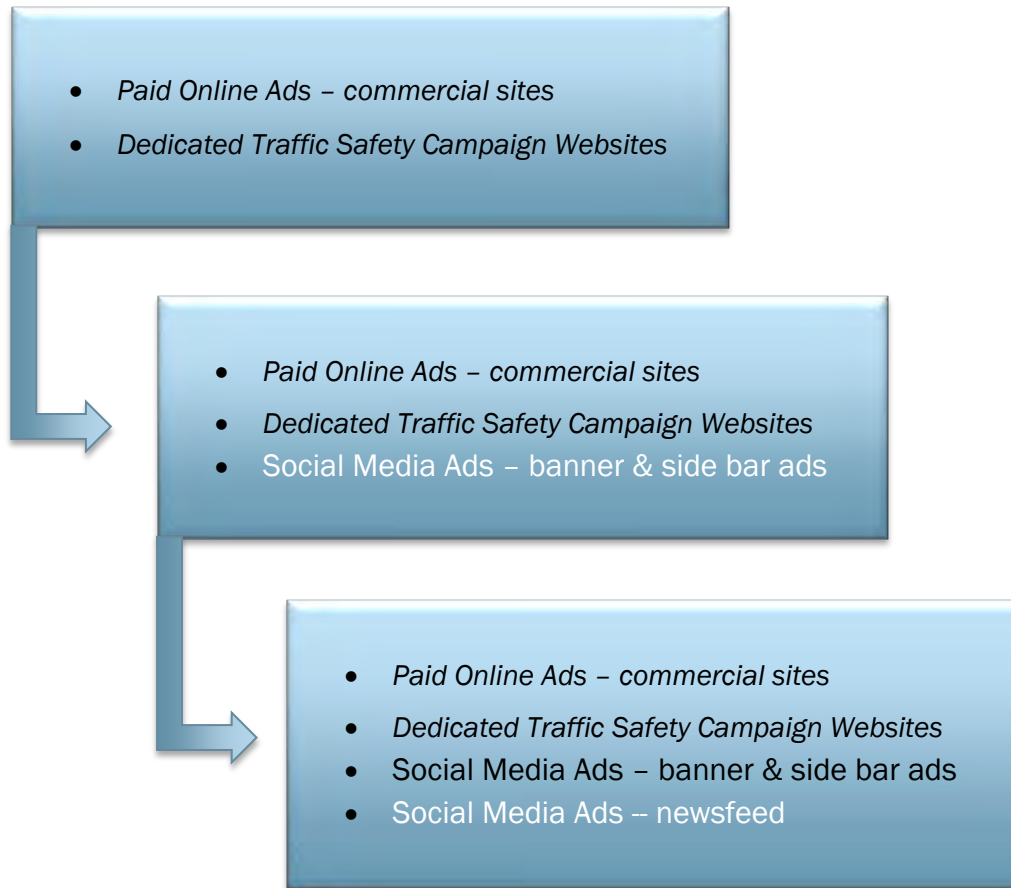
Why Was the Introduction of Paid Ads in the Newsfeed an Important Development for Social Media as Earned Media?

When paid advertising was first posted in the news feed of social media platforms (instead of banner ads at the top or sidebar ads), it was a step forward for earned media in the social media environment. If a posting is purchased and placed in order to promote a conversation around the topic of traffic safety, then earned media can be generated quickly as a result.

For example: If a Facebook "buy" is made to purchase newsfeed posts for promotional purposes, then the earned media action is to have those posts picked up and "shared" with others —also called a "re-post". It can get passed along with likes and comments happening along the way. And –similar to traditional earned media— a re-post is more valuable than the original paid post. Most importantly a re-post shows that someone has derived value from the initial paid post and wants to share it with their own friends and family.

Facebook was the first social media platform to fully incorporate the practice of newsfeed advertising in 2013 after testing it in limited ways in 2006 to 2012. Twitter took up the practice after Facebook blazed a trail. According to *Wordstream* (January 25, 2016), the click-through-rate for Facebook newsfeed advertising is consistently higher than other online advertising.

The Evolution of TxDOT's Use of Online Media:

- *Paid Online Ads – commercial sites*
- *Dedicated Traffic Safety Campaign Websites*

- *Paid Online Ads – commercial sites*
- *Dedicated Traffic Safety Campaign Websites*
- Social Media Ads – banner & side bar ads

- *Paid Online Ads – commercial sites*
- *Dedicated Traffic Safety Campaign Websites*
- Social Media Ads – banner & side bar ads
- Social Media Ads – newsfeed

TxDOT's move into online and social media began with campaign-dedicated websites, and paid online advertising (banner ads and sidebar ads). This trend evolved into ads placed within the social media newsfeed, and then finally included free social media postings by utilizing TxDOT's own Facebook and Twitter accounts.

THE SOCIAL MEDIA MATCH TRIAL
Putting a Value on Social Media

Although social media has evolved quickly in recent years, measuring the value derived from social media hasn't kept pace. There are companies that specialize in determining a value for earned media from traditional media. However, they have not yet provided an Earned Media Value (EMV) for social media.

Therefore, TxDOT began researching ways to establish an EMV for earned media from social media. TxDOT was motivated by repeated requests from our media agencies and sub-grantees who were actively using social media; saw it as a core component of their marketing strategies; and wanted it to qualify for their required match. Late in 2014, TxDOT assembled a team of subject-matter-experts (SMEs) to begin the process (see Table 3 below for SME list, and **Addendum #1** for short biographical sketches). The SME team met regularly over the course of a year to lay the foundation of a trial program using social media as earned media for match.

Table 3: TxDOT Social Media Match –Subject Matter Experts

NAME	TITLE	ORGANIZATION
Terry Pence	Section Director, Traffic Safety	TxDOT
Marsha Scott	Program Manager, Driver Behaviour	TxDOT
Becky Ozuna	Social Media Manager	TxDOT
Chris Sharman	Senior Vice President	Sherry Matthews Advocacy Marketing
Kevin Collins	Digital Media Director & Interactive Media Buyer	Sherry Matthews Advocacy Marketing
Marcie Casas	Director of Public Relations	GDC Marketing & Ideation
Lisa Gomez	Director of Media Planning & Buying	GDC Marketing & Ideation
Ted Burton	Executive Vice President	Tuerff-Davis EnviroMedia
Summer Latham	Director of Project Management	Tuerff-Davis EnviroMedia
Dan Driscoll	Social Media Strategist	Tuerff-Davis EnviroMedia

Locating Resources and References

While it's true that there is no indisputable method for measuring Earned Media Value for social media, the SME team surveyed the landscape for expert assessments and compared them to their own personal experience.

While doing initial research, the SME team located a report named *Earned Media Value Index* by SocialChorus, a social media research and marketing firm based in San Francisco. Their research has become a landmark and has been featured in the following periodicals – *Wall Street Journal, Forbes, INC, PR News, AdWeek,* and *Entrepreneur*. Their customers include 3M, Intel, and Pepsi. The *Earned Media Value Index* became the foundation for TxDOT's Social Media Match Trial Program (see **Addendum #2**).

We also relied heavily on *Formula to Affix Dollar Value of Views of Media Messages on Social/Online Platforms* provided to us by the National Highway Traffic Safety Administration (NHTSA) which uses a method similar to the one used to derive an earned media value for traditional media (see **Addendum #3**).

Enlisting Trial Participants & Giving Them Instructions

After obtaining a green light from NHTSA and Traffic Operations management, TxDOT then created instructions for the participants of the Social Media Match Trial Program. Since media agencies can use paid media, their instructions included guidelines for claiming earned media match that was derived from paid media. Whereas, the general grants (sub-grantees) are not allowed to use paid media, so their instructions did not include anything in that regard.

TxDOT enlisted all three media agencies currently active with the Agency and provided them with written instructions (see **Addendum #4**), and also enlisted 14 non-enforcement related general traffic safety grants and provided them with written instructions (see **Addendum #5**). Participants were provided with a standardized summary coversheet and asked to report on a monthly basis for six months. Coversheet samples are included behind Addendums 5 and 6.

Finally, at the start of the trial, a Webinar was held for all trial participants and their grant managers in order to provide training and instruction. Support was available for questions and answers at every stage of the program (see **Addendum #6**).

The Process

TxDOT endeavoured to include both large and small organizations in the trial program, as well as a good variety of grant types. Phone conferences were held when issues or problems arose and emails were distributed regularly to document questions and answers so everyone in the group could learn from each other.

Table 4: TxDOT Social Media Match Trial Participants – Media Agencies

	MEDIA CAMPAIGN TITLE	ORGANIZATION	PROJECT CATEGORY
	Distracted Driving Prevention	Sherry Matthews Advocacy Marketing	Distracted Driving
	Motorcycle Safety for Motorists	Sherry Matthews Advocacy Marketing	Motorcycle Safety
	Click It or Ticket	Sherry Matthews Advocacy Marketing	Occupant Protection
	Child Passenger Safety	Tuerff-Davis EnviroMedia, Inc.	Occupant Protection
	Faces of Drunk Driving	GDC Marketing and Ideation	Alcohol & Other Drugs
	Hispanic Impaired Driving	GDC Marketing and Ideation	Alcohol & Other Drugs
	Labor Day Impaired Driving	GDC Marketing and Ideation	Alcohol & Other Drugs
	Football Season Impaired Driving	GDC Marketing and Ideation	Alcohol & Other Drugs
	Be Safe Drive Smart: Energy Sector Safety	GDC Marketing and Ideation	Energy Sector Safety
	Be Safe Drive Smart: I-35 Work Zone	GDC Marketing and Ideation	Work Zone Safety
	Be Safe Drive Smart: General Topics	GDC Marketing and Ideation	General Topics: Pedestrian, Bicycle, Weather, Speeding, etc.

Table 5: TxDOT Social Media Match Trial Participants – General Grants

	PROJECT TITLE	ORGANIZATION	PROJECT CATEGORY
	Watch UR BAC	Texas A&M Agri-life Extension	Alcohol & Other Drugs
	Zero Alcohol for Youth	Texans Standing Tall	Alcohol & Other Drugs
	Reduce Underage Social Access to Alcohol	Texans Standing Tall	Alcohol & Other Drugs
	Intervention for Risky Alcohol Use Among College Students	Texans Standing Tall	Alcohol & Other Drugs
	Take the Wheel (4 regions)	Mothers Against Drunk Driving	Alcohol & Other Drugs
	Texas KidSafe Program	Hillcrest Baptist Medical Center	Occupant Protection
	Everyone S.H.A.R.E. the Road	Education Service Center, Region VI	Pedestrian & Bicycle Safety
	Elbowz Racing Bicycle Safety Program	Elbowz Racing	Bicycle Safety
	Teens in the Driver's Seat	Texas A&M Transportation Institute	Driver Education
	Peer-to-Peer Program	Texas A&M Transportation Institute	Alcohol & Other Drugs
	Our Driving Concern	National Safety Council	Driver Education

END OF THE TRIAL, ANALYSIS AND REPORTING
Performance Indicators

In the time it will take to read this page, nearly 16 million Facebook posts will be liked, 2.1 million Tweets will be posted, and 1.4 million Snaps will be chatted according to the content marketing agency Fractl (August 2016). Needless to say, there's quite a bit of content out there. Publishers, brands, and everyday users are constantly adding to the growing sea of content—exponentially so with each passing year. Between the dates that TxDOT received the green light to proceed with the trial FY16 Social Media Match Program, and the submission of the first reports, the landscape was already changing rapidly.

INCREASE IN VOLUME
- The number of social media applications increased.
- The number of users increased on all the major platforms and applications.
- The mainstream use of social media increased so that prime-time news began quoting Twitter and Facebook posts as credible news.
- Many news stations began using social media posts in place of formal press releases.
- We began to see popular "letters" posted on Facebook to become Opinion Editorials (OpEds) placed in major newspapers.

INCREASE IN COMPLEXITY
- Facebook came out with a new Facebook video feature (auto-run) to compete with YouTube.
- YouTube added "likes, shares, and comments" to compete with Facebook.
- Facebook added emoji responses in addition to the simple "like" response.
- Twitter added Twitter video (auto-run).
- Facebook introduced live streaming.

Survey and Summary of Monthly Reporting

From our fiscal year 2016 trial program, we have provided a Summary of the Monthly Reporting (see **Addendum #7**). We also included an end-of-the-program survey with analysis (see **Addendum #8 & #9**), and reported trends and issues. The findings from the FY16 program reveal interesting trends and key insights.

Key Insights: Overview Summary of Findings

1. Media Agencies that participated in the trial had an easier time understanding the process, and completing their monthly reports than did the Sub-grantees (general grant holders). This is not surprising since, for Media Agencies, social media falls into their area of expertise.

2. The program provided an incentive for the participants to improve the quality and quantity of their social media postings.

3. Almost 60 percent of respondents indicated that they received significant value. And almost 90 percent of the respondents indicated that they received significant or moderate value.

4. All the participants (100%) said they received enough regular on-going support from TxDOT throughout the trial period.

5. Over 85 percent of respondents rated the initial training as good, very good, or excellent.

6. Almost all the participants (93%) indicated they want to see the program continue in Fiscal Year 2017.

Issues and Opportunities for Improvement

1. Almost 55 percent of respondents indicated that the reporting process was easy or moderately easy to understand and execute, but about 45 percent indicated it was somewhat difficult.

2. Almost 70 percent of respondents indicated that they spent 5 hours or less each month preparing their reports. However, over 30 percent indicated that they spent 6 to 8 hours every month preparing reports. While some of this can be attributed to the learning curve for all of us on this first trial, and some of the agencies and sub-grantees were preparing multiple reports for multiple grants. Nevertheless, there is still room for improvement.
   o   More initial training for participants and grant managers
   o   Desktop reference booklet or card for participants and grant managers
   o   Simplification of the process (could we use "reach" or "impressions" for valuation?)

      o   Require all participants to start the program at the beginning and file reports monthly so they don't get behind

More Recommendations for FY17

- Add additional social media program: Instagram

- Add Facebook "love" and other emoji emoticons.

- Add Twitter videos.

- Add Facebook events, webcasts, and webinars – as well as, the videos that are posted afterward and the "likes, comments, and shares" that are attached.

- Allow large organizations such as colleges, non-profits, and corporations to qualify as "influencers" if they are not partners in the grant program.

- Add third party YouTube posts.

Addendum #1

Biographical Information on Subject Matter Experts

Subject-Matter-Expert (SME) Team:

The following people served as social media subject-matter-experts. They collaborated regularly for over a year to establish TxDOT's social media match valuation.

SME meetings were organized, hosted, and moderated by:

- Terry Pence:

    Section Director, Texas Department of Transportation, Traffic Safety

- Marsha Scott:

    Program Manager - Driver Education and Behavior, Texas Department of Transportation, Traffic Safety

SMEs and Evaluators

FROM: Texas Department of Transportation

- BECKY OZUNA: *Social Media Manager,* Texas Dept. Of Transportation

    Becky Ozuna manages all aspects of social media for the Texas Department of Transportation. She has worked in the social media field since 2006, specializing in social media for state government agencies.

FROM: Media Vendors

GDC Marketing & Ideation

- MARCIE CASAS: *Director of Public Relations*, GDC Marketing & Ideation

    Marcie Casas has 17 years of experience in the Public Relations industry which includes work in social media. In social media, she has specialized in content generation and counseling clients on their online approach. She also served as an online Community Manager for clients, responsible for developing and setting the editorial calendar, and prompting and responding to audiences on the social networks to provide online customer service.

- LISA GOMEZ: *Director of Media*, GDC Marketing & Ideation

  Lisa Gomez has 18 years of experience in the Media Planning/Buying industry. Media Planning/Buying includes working in the social media realm as paid ads can now be woven into the social sharing capabilities for advertisers. She evaluated which social channels are the best fit for client needs and inquired about paid sponsorship opportunities to extend the organic sharing of social networks.

Sherry Matthews Advocacy Marketing

- CHRIS SHARMAN: *Senior Vice President*, Sherry Matthews Advocacy Marketing

  Chris Sharman has overseen social media campaigns for private, non-profit, and government sector clients for more than 10 years. As a project manager, he has been heavily involved in developing metrics to track and measure results of marketing efforts to demonstrate return on investment to clients.

- KEVIN COLLINS: *Digital Media Director & Interactive Media Buyer,* Sherry Matthews Advocacy Marketing

  Kevin Collins is responsible for all digital media strategies at the Sherry Matthews Agency. Kevin's media planning and online experience has been honed during his 17 years of working at some of the nation's largest agencies, including Campbell-Ewald and GSD&M. He has developed successful media plans for companies like General Motors and is skilled in online and emerging technologies as well as traditional media. He led the agency's entry into the changing world of interactive media and has been responsible for successful digital and social media campaigns for many government agencies. He oversees vendor negotiations and ensures digital placements produce expected results.

EnviroMedia

- TED BURTON, *Executive Vice President*, EnviroMedia

  Ted Burton has 22 years' experience in news, public relations, strategic media relations, social media strategy, advertising and marketing. He has a broad range of agency, newsroom and public agency experience and is a strategic thinker, planner and technician behind award-winning, effective, issue-oriented campaigns.

- <u>SUMMER LATHAM:</u> *Director of Project Management,* <u>EnviroMedia</u>

  As Project Manager on four TxDOT campaigns, Summer Latham managed and led the strategic development, creative development, social media creation and implementation, reporting and analysis for each campaign. She also oversaw and managed all timelines and budgets to find creative solutions to maximize the tight timelines and budgets.

- <u>DAN DRISCOLL:</u> *Social Media Strategist,* <u>EnviroMedia</u>

  Dan Driscoll is a digital technologist who has served as EnviroMedia's digital and social media strategist. In addition to extensive experience designing digital and social media strategies, producing digital content, and analyzing performances, Mr. Driscoll has co-founded four technology startups: reQwip.com, Prepify.me, Founderati.io, and PriceRangr.com.

-------------------------------- end of SMEs --------------------------------------

Addendum #2

"*Earned Media Value Index*" by SocialChorus

$853.00

$11.24

$5.00

$0.38

The Earned Media Value Index

A BENCHMARK GUIDE TO THE VALUE OF SOCIAL ENDORSEMENTS

SocialChorus®

Your brand story. Told by many.

THE EARNED MEDIA VALUE INDEX:
A BENCHMARK GUIDE TO THE VALUE OF SOCIAL ENDORSEMENTS

Share:

Social media is evolving at an incredible pace. The birth of social media giants Facebook and Twitter served as a catalyst for the social movement that has now completely transformed society. The subsequent flood of social networking sites such as Pinterest, LinkedIn and Tumblr have reinforced the power of social and validated the importance of marketing in the social space. As the race to capitalize on social audiences rages on, more and more companies are struggling to answer one seemingly simple question:

"What is the value of social media?"

Simply garnering attention via social channels is no longer enough. Companies are recognizing that while having two million likes is a positive sign, it's only a starting point. The value of an endorsement – an advocate publicly promoting a brand or a product on social channels – is a clear measure of social success.

However, there must be a method for assigning value to social endorsements. A company might say, "Great, our brand has received over two million endorsements…but what is the value?" What is an endorsement actually worth to a brand?

Demonstrating Value Proves the Worth of Social Endorsements

Undefined success in social word-of-mouth marketing can cause confusion and stagnancy. After all, how can a brand report on the benefits of its social marketing campaigns without knowing the business value? A brand must be able to point towards a concrete value as a result of its social marketing efforts. With the rapid adoption of social word-of-mouth marketing as part of the marketing mix, it's more important than ever for social media marketing campaigns to produce reliable, accurate measurements of their value.

Why is this increased emphasis on social marketing value suddenly so important? This need for demonstrable value goes hand-in-hand with the increasing budgets of many social marketing teams and departments. In the past, it was far simpler for a brand to allocate a small amount of budget to social media efforts with the expectation of improving basic social endorsements such as Facebook likes and Twitter followers. With the increase in spending, brands expect to see ROI, and not just in the form of likes or followers.

It's important to remember that all values assigned to social endorsements are relative. They might mean more to some brands and less to others. For example, a brand focused on raising awareness might assign more value to Twitter endorsements, given its propensity for spreading information fast. A brand looking to develop the narrative around a specific product, however, might value blog and Facebook posts more as a way of fleshing out that narrative.

There is No One Magic Formula

Earned Media Value (EMV) is the dollar amount that is assigned to media that is gained through endorsements and is a concrete way to measure the value of social word-of-mouth marketing efforts.

In this SocialChorus ebook, we quantify the value

of endorsements and explain their Earned Media Value so that you can assign real dollar value to your social marketing efforts. Research across the Internet yields a variety of different measurements, each claiming to provide the "correct" method in determining the value of a given social endorsement. As touched upon above, there is no indisputable, without-fault method to measuring Earned Media Value. Instead of devising our own easy to pick apart formula, SocialChorus has taken the best research available to determine comprehensive and definitive earned media values for social endorsements. The averages of these measurements (after removing the outliers) produce a value that is researched, defensible and definitive. While it remains true that there is no "absolutely correct" endorsement value, the values presented in this ebook represent the most accurate available.

The Social Endorsements That Power Social Word-of-Mouth Marketing

The world of social endorsements has become a great deal larger since the days of its infancy when Facebook and later Twitter were the lone stars of the show. While social media managers once focused only on Facebook likes and Twitter followers, they now recognize the myriad of value that is gained from targeting a wider variety of social endorsements.

This ebook will present the values for the following social endorsements:

- Blog posts
- Facebook likes
- Facebook fans
- Facebook posts and shares
- Twitter followers
- Tweets and retweets
- YouTube video views
- Other content shares

Blog Posts

Of all the social endorsement channels measured here, blog posts are by far the most valuable. Why? To put it simply, they impact audience intent to purchase more than any other channel. Bloggers possess power in the social media landscape; their viewership represents a large, engaged audience.

Regular readers value the blogger's insight and opinions and are thus more receptive to their endorsements. Blogs also require the greatest amount of time, dedication and consideration by the advocate. Ranging anywhere from a few paragraphs to several pages, blogs require commitment on the part of author and reader, advocate and audience.

Blogs can also contain images, videos and links, further enhancing their value.

Reported blog values cover a wide range, but regardless of which source or formula used, it can be argued that they are worth far more than other social endorsements. For instance, according

to social media advertising company IZEA, who surveyed marketers and publishers, the value of a blog post stands at $114.71.[1] While this makes the worth of Facebook likes and Twitter followers seem like pocket change, it's nothing compared to some other value assessments. An informal survey of 25 influential bloggers conducted by mommy bloggers website Babble turned up an average worth of $300 per post.[2] Meanwhile, Independent Fashion Bloggers (IFB) claims that any influential blogger's posts are worth upwards of $1,000 each.[3] In addition to these values, paid blog posts for the top ten ad networks range anywhere from $1,500 to $20,000 per blog post with an average cost of roughly $2,000. The high value of blogs reflects the impact detailed above. Due to this factor and the sources presented above, SocialChorus values blog posts at roughly $853.

Facebook Likes

The Facebook like is perhaps the most widely deployed of all social endorsements. Much of this stems from Facebook's pole position in the early race to establish a social media marketing space. Any audience member can quickly and easily like an advocate or brand's post. This serves as a minimal indication of interest in a brand or advocate's message, endorsement or product.

$1.60

The Facebook like has a low barrier to entry, which means this endorsement type carries the least about of committment. Although a public demonstration of support, a like is the smallest form of endorsement someone could allocate.

Likes are now ubiquitous on Facebook, appearing on posts, comments and brand pages. Here we examine the value of likes on posts or comments – not likes on a brand page. Technically Media, an online publishing strategy firm, utilized their own unique formula to determine the earned media value of a like to be $1.86[4] while Eventbrite, the online event planner and ticket seller, used their in-house social analytics tool to determine the value of a like to be $1.34.[5] These values make sense due to the fact that a Facebook like is a low-barrier, non-committal measurement of interest. Think of Facebook likes as a social media interest barometer – although not high in value individually, they can be valuable in large quantities. While the resulting average value of a Facebook like stands at $1.60, it's important to remember that this value measures only likes on comments and posts. Likes allocated to brand pages are another beast – to be discussed in the following section.

1. "Digital Marketers Focus on Impressions," Marketing Charts, accessed April 9, 2013. 2. "The Average CPM Rates Across Different Verticals," Digital Inspiration, accessed April 6, 2013. 3. "Putting a Value on Brands' Facebook Pages," Adweek, accessed April 1, 2013. 4. "How much is a facebook 'like' worth? + other social media ad experiments," Technically Media, accessed April 9, 2013. 5. "How to Choose Between CPM and CPC for Facebook Ads," freshcode, accessed on April 1, 2013.

Facebook Fans

Liking a brand page, or becoming a fan, represents a much greater affiliation with the brand than a simple like on a post. Liking a brand page represents an active interest on behalf of the user and indicates the audience member's desire to keep up with news and developments about the brand. When a person likes a brand, they become a fan.

f fan $11.24

Becoming a fan by liking a brand has far different implications than simply liking a post or comment. Brand likes or fans will be treated and measured differently.

Using data collected from a variety of sources, including Argyle Social[6], Ad Age[7], Social Technology Review[8], Adweek[9] and Syncapse[10], SocialChorus has determined that a Facebook fan is worth $11.24 to a brand. The difference in value between a like on

a comment and like on a brand is profound, thus higher value is assigned to Facebook fans. This figure (approximately seven times the value of the Facebook like on a comment or post) demonstrates the importance of fans. As is the case with Twitter followers (discussed later in this ebook), social endorsements demonstrating active audience interest are worth more than simply liking social conversations such as posts and comments.

Facebook Posts & Shares

Posting and commenting is the primary way of engaging with audiences and advocates on Facebook. Willingness to post or comment demonstrates a much higher interest level than passively viewing social endorsements (i.e. just generating impressions with no follow-up actions).

f share $10.17

6. "How Valuable are Social Media Sponsorships?," eMarketer, accessed March 28, 2013. 7. "Cracking the Sponsored Post Code: 25 Bloggers Reveal What They Charge," Babble, accessed April 2, 2013. 8. "Fashion & SEO: How Sponsored Content Works," IFB: Independent Fashion Bloggers, accessed April 3, 2013. 9. "Value of a 'Fan' on Social Media: $3.60," Adweek, accessed April 1, 2013. 10. "Facebook "Likes" More Profitable Than Tweets [STUDY]," Mashable, accessed March 28, 2013.

Sharing a post on Facebook is another very valuable endorsement and a key way for brands and fans to amplify their messages and posts. If an advocate posts about a brand and dozens or even hundreds of audience members share or even see that post, the audience amplifies tenfold. The act of sharing on Facebook illustrates that the audience has deemed the brand or content valuable enough to share with their own audience.

The power of social endorsements to rapidly expand brand reach with no additional effort on the part of

the brand or advocate is yet another benefit that distinguishes social word-of-mouth marketing from traditional online marketing. A share serves as the primary means of extending that reach, thus the earned media value of $14.00 per Facebook share is assigned, as reported by Chompon[11] and Imbue Marketing.[12] Eventbrite used its in-house social analytics tools to determine the value to be worth $2.52.[13] The resulting average gives us a value of $10.17 per Facebook share.

Twitter Followers

Similar to Facebook likes on a brand page (i.e. Facebook fans), Twitter followers are acquired by a brand, advocate or specific social campaign. And as with Facebook likes, following a person or brand on Twitter demonstrates an active interest in learning more and staying in the loop.
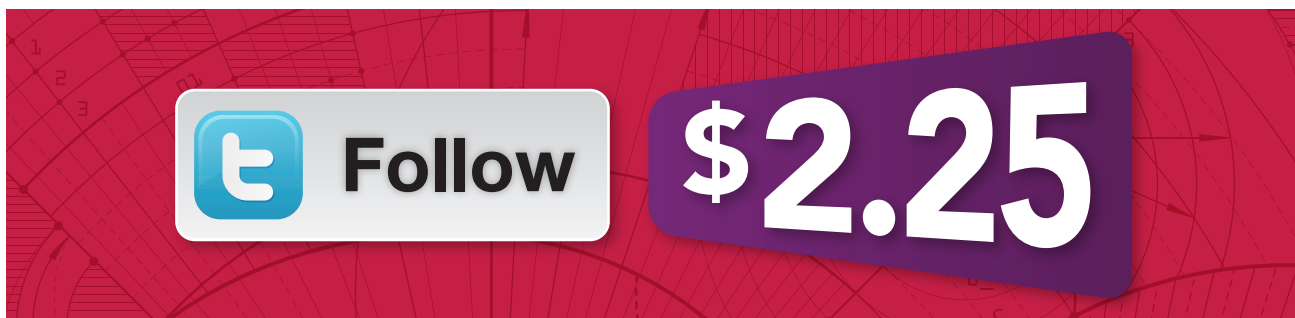
The difference exists in the less personal nature of Twitter compared to Facebook. If a Twitter user follows 1,000 other users, roughly 15-20% will follow back.[14] Does this mean that they are valuable followers? Not necessarily.

The value of a Twitter follower is less valuable than a Facebook fan in part because of the structure of Twitter. Twitter is more fleeting. Conversations come and go within minutes. And following a brand on Twitter doesn't necessarily equate to liking a brand. All it says is that the follower is interested in what the brand has to say.

Higher value comes when a user who already has a very high number of followers (500K or more) follows and retweets a brand or advocate. The tweet will then be seen by that users audience, thus increasing the audience and value of the original tweet immeasurably. While the phenomenon of retweeting can't truly be measured due to the relative nature of the action, the value of the average Twitter follower has been calculated by Chomp0n, a social media publisher, to be worth $2.00 per follower[16] – which is slightly lower than Twitter, which values a follower at $2.50.[16] The resulting average earned media value for a Twitter follower is $2.25.

11. "The Value of a Follower," Argyle Blog, accessed March 29, 2013. 12. "Why Brands Still Need Facebook 'Fans'," Ad Age, accessed April 1, 2013. 13. "Facebook Posts and Your Brand: Defining and Measuring the Value of a Post," Social Technology Review, accessed April 3, 2013. 14. "Value of a 'Fan' on Social Media: $3.60," Adweek, accessed April 1, 2013. 15. "The Value of a Facebook Fan: An Empirical Review," Brand Channel, accessed April 8, 2013. 16. "What is the Value of a Social Action in Online Commerce?," ChompOn, accessed March 27, 2013.

Twitter Tweets & Retweets

Retweeting a brand is essentially an endorsement all its own. A retweet demonstrates that the follower, or advocate, liked what the brand had to say – so much so they want to share it with their audience. The fact that a retweet is shared with an entirely new audience makes the endorsement more valuable.
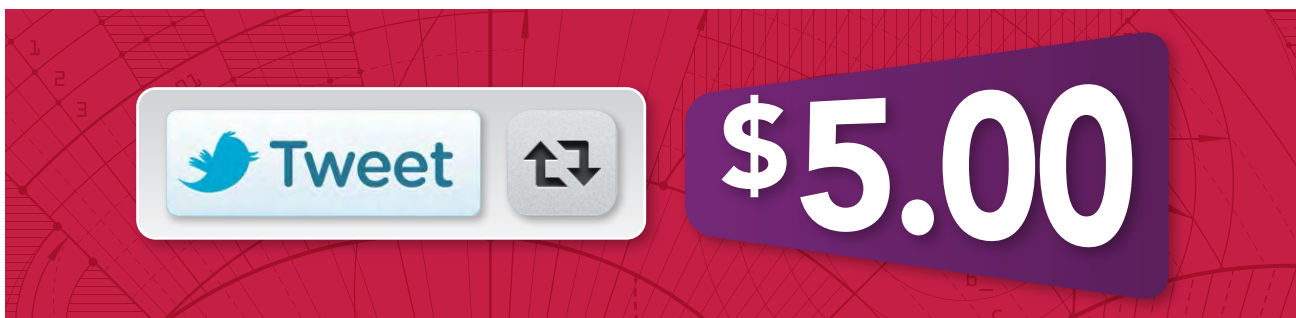
Retweets are even more valuable when a user with a high follower count retweets a brand message. In doing so, they are delivering that message to their audience as well. Retweeting a brand is signaling a display of support or agreement to one's audience.

Tweets reside on the same plane as Facebook posts, with two key differences: frequency and lifespan. Twitter's focus and format lends itself to a higher frequency of sharing with less downtime between each activity. This saturation level and the fact that

the messages appear and disappear within minutes, reduces the value when compared to the slightly less frequent Facebook posts.

Both ChompOn[17] and MediaBistro[18] conducted studies determining that Twitter shares (whether tweets or retweets) averaged out to be worth $5.00 each. This value reflects the possibility of retweets reaching wider audiences – which is seemingly the most valuable type of endorsement on Twitter.

YouTube Video Views

There is no social media knowledge necessary to understand that viewing videos is a major pastime for Internet users all over the world. Video viewing is a tricky action to measure due to the many variables that can limit the activity.

17. "Facebook vs Twitter – What's a Like, Share, Follow or Tweet Actually Worth?," All Twitter, accessed March 27, 2013. 18. "How Much are Social Media Shares Worth?," Mashable, accessed March 28, 2013.

First of all, watching videos is a passive experience. No action or engagement is required. While a video may be playing, there is no way to determine whether the viewer is paying attention or even watching at all. They might have received a phone call, opened another browser window or even left the room.

It's these factors that combine to keep the value of video views low. Spork Marketing blog values video views at only $0.50 each[19], while Media Post goes even lower, valuing them at $0.25 per view.[20] SocialChorus has averaged these figures, resulting in an earned media value of $0.38 per video view.

LinkedIn, Pinterest, Instagram and Google+

By not possessing the history of some of the other social networks, there is very little data regarding the value of a social endorsement on LinkedIn, Pinterest, Instagram, and Google+. These networks continue to grow steadily and are constantly improving to make themselves more attractive to brand marketers and social media experts.
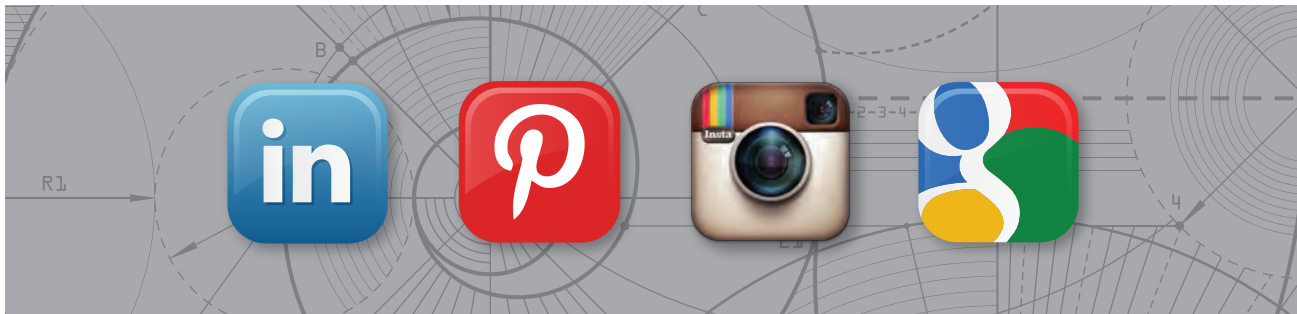
Brands have started to embrace strategies to tap into these platforms, which means they are sure to become more significant for marketers. At the current time there is not enough data to arrive at a conclusive, definitive numerical value for endorsements on these networks. However, SocialChorus is committed to providing the most comprehensive and definitive numbers available; therefore, these values will be addressed in a subsequent ebook, when the data becomes more readily available.

Other Content Shares
There are many other ways people can share on the Internet. Digg serves as an aggregate news site with content gaining exposure via "diggs" – these are votes handed out by the Digg community

(similar to Reddit). A digg is a vote of confidence by the audience, validating content as worthwhile. Maximum PC, using a formula they created, found each digg to be worth $2.00.[21]

Meanwhile, visitors to StumbleUpon content are worth $1.43 each according to Google Co-founder Avinash Kaushik.[22] The reason this is so much higher than Twitter (around $0.60) or Facebook ($0.26) is the user-rating system built into StumbleUpon. This ensures that only highly rated content is widely distributed, putting a premium on delivering great content that can really move the needle for brands.

In addition to the social sharing detailed above, there are additional ways to share content on the internet – far too many to list here. Still, the most prevalent way to share is via email. Although the

19. "What is the Value of a Social Action in Online Commerce?," ChompOn, accessed March 27, 2013. 20. "How Much is a Twitter Follower Worth? $2.50 Per Month According to One Company's Lawsuit," All Twitter, accessed March 27, 2013. 21. "What is the Value of a Social Action in Online Commerce?," ChompOn, accessed March 27, 2013. 22. "Facebook vs Twitter – What's a Like, Share, Follow or Tweet Actually Worth?," All Twitter, accessed March 27, 2013.

format is different, the concept remains the same – allowing audience members to share (and thus endorse) content with their audience widens the reach of a particular social endorsement. Mashable lists social endorsements via email as being worth $2.34 each.[23]

Conclusion

Earned media is a core component of any marketing strategy. And just like any other aspect of the marketing mix, there needs to be quantifiable metrics behind it that allow for conclusive measurement. Definitive earned media values allow brands to assign dollar value to word-of-mouth marketing efforts, helping to quantify efforts so that you can report on the value achieved.

We hope that you have a better understanding of the value of social media endorsements and recognize that when endorsements scale – the value multiplies. Amplifying endorsements is possible by leveraging and empowering influential brand advocates. SocialChorus customers have learned that advocates improve campaign performance by amplifying brand reach and driving greater Earned Media Value.

SocialChorus is leading social word-of-mouth marketing solution for brands that people love. Our solution combines the power of word-of-mouth marketing with the scale of social networks to deliver

millions of endorsements, creating measurable social ROI.

Our customers including 3M, Intel and Pepsi and dozens of other leading brands, inspire advocates to deliver social endorsements across all social channels. SocialChorus programs are up-and-running in just days and deliver social ROI in weeks. Cloud-based platform and expert services provide all that a brand needs to deliver social word-of-mouth ROI including strategic planning, advocate identification and recruitment, content management and distribution, advocate management, and integrated ROI metrics and tracking.

✉ ☎

Contact us:

Call: 415.655.2700

Email: info@socialchorus.com

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socialchorus.com

Visit our blog:
blog.socialchorus.com

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f t in

SocialChorus.
Your brand story. Told by many.

23. "Online Video Marketing – The Value of One Viewer," Spork Marketing Blog, accessed March 27, 2013.

Addendum #3

Formula to Affix Dollar Value of Views of Media

Messages

Formula to Affix Dollar Value of Views of Media Messages on Social/Online Platforms

The question of message value beyond direct media cost has been debated for a very long time.

There are a number of ways to look at the value that a digital advertising program is providing.

First, and most obvious, is the actual paid media cost of the campaign. This will be measured by cost-per-thousand, cost-per-engagement, cost-per-completed-view, cost-per-action, etc. Any activity the advertiser received in excess of what was bought can be valued by the pricing metric used.

For example, if the buy was for 1 million impressions at a CPM of $2 the cost of the campaign is $2,000. If the plan actually delivered 1.5 million impressions the value of the no-charge impressions can be based on the $2 CPM, or $1,000.

This example can apply to display, video and rich media.

Where measurement is not as obvious is with actions taken by the audience beyond traditional media metrics. This is especially evident on social platforms where the paid advertising is executed in order to get the ball rolling and engender a conversation around the campaign.

For example, a Twitter buy may have been made to purchase promoted tweets, but the real action is to have those tweets engaged with and re-tweeted. Arguably a retweet is more valuable than the original tweet. A retweet is what makes Twitter viral. Most importantly retweets show that someone has derived some value from your content. Now, what is that worth?

Any time an advertising message is seen not as an ad message, but as "editorial", the value is 3x to 5x that of paid advertising.

So when calculating the value of a retweet, like, engagement, apply a 3x to 5x factor to the media cost to estimate the added-value.

The document titled "Formula to Affix Dollar Value of Views of Media Messages on Social/Online Platforms" was sent to Terry Pence by Pat Tucker, NHTSA Region 6, on October 27, 2014. It was provided to give possible ways to estimate the cost value that can be used as a starting point for establishing the State's rational when determining the cost value of digital advertising contributions.

Addendum #4

Instructions for Media Agency Participants

Earned Media Value Index for Social Media

TxDOT Traffic Safety

05/19/2016 (updated version of the document dated 05/04/2016)

For Media Agencies

<u>OVERVIEW:</u>

TxDOT's Traffic Safety group is happy to announce that social media may now be used to garner earned media value, and has been cleared to qualify as MATCH on our NHTSA grants.

The remainder of this fiscal year will be a pilot program. Social media has evolved quickly into a necessary part of our safety campaigns and programs, but industry-wide standards for measuring the value of social media have not kept up to speed. Therefore, the only social media values that will be accepted for MATCH are the values outlined in this document. This value index has received clearance to be used for MATCH on NHTSA grants in our State. We will re-evaluate the pilot program at the end of this fiscal year and review the program on an annual basis for updates as the Social Media industry grows and changes.

In order to participate, you must:

1) Read this document, and prepare any questions you may have

2) Attend an initial launch meeting, where you can submit your questions, and participate in an question and answer session

3) Sign up to participate in this trial program by no later than COB May 16th or at the initial launch meeting

4) Agree to submit Social Media MATCH documentation on a monthly basis with RFRs

5) Agree to complete a survey at the end of this fiscal year to give us feedback about your experience

<u>APPROVED VALUE INDEX:</u>

With regard to social media, only EARNED MEDIA will qualify for MATCH. We will exclude from our calculations as much as possible, the two categories defined by public relations organizations as: 1) "paid media" and 2) "owned media".

It is not customary to include either *paid* media or *owned* media when calculating *earned* media values. With social media, it can sometimes be difficult to differentiate between *paid, owned*, and *earned* media. Nevertheless, we recommend keeping the boundaries clear whenever possible. The purpose of *earned* media is to show community support and engagement independent from the owners of the campaign. *Owned* media and *paid* media do not show a viewpoint independent from the campaign or engagement by the community, so they are not eligible for MATCH (see the chart below).

	Definition	**Social Media Examples**
Paid (purchased) Media	Social Media activity related to a program, campaign, or brand that is <u>purchased</u> by the company, agency, or its contracted agents	• Online advertising such as Facebook or Twitter ads • Online banner ads, column ads, page displays, or pop-up ads • Search advertising such as Google AdWords
Owned Media	Social Media activity related to a program, campaign, or brand that is generated by the company or its agents within channels it controls	• Company-owned or Agency-owned website announcements • Initial postings on company-owned or Agency-owned social media accounts such as Facebook or Twitter • Company-owned or Agency/contractor controlled blog or opinion pages
Earned Media	Social Media activity about a program, campaign, or brand that is not directly generated by the agency, company or its agents but rather by other entities such as citizens or journalists showing community support and engagement	• Posts, reposts, likes, and comments in independently-owned online social accounts such as Facebook • Independent professional online reviews, and blogs • Likes, shares, or comments made to initial posts on company or sub-grantee owned social account

Therefore, <u>in order to QUALIFY</u> as earned media MATCH, all Social Media activities:

1. Must be specifically about the grant program in question – cannot be a general posting about the agency or sub-grantee in general.

    <u>EXAMPLE -1:</u>

    Regarding MATCH for TxDOT's Motorcycle Safety Campaign: On TxDOT's Facebook Page, a citizen posts the following with a photo of a two motorcyclists attending a TxDOT community event with "Look Twice for Motorcycles Banner, There's A Life Riding On It":

    "Thank you TxDOT for reminding motorists to watch for motorcycles."

    <u>YES</u> - <u>this would qualify</u> as social media match for the Motorcycle Safety Campaign. And all the "likes," "comments", and "shares" would also qualify.

    <u>EXAMPLE -2:</u>

    Regarding MATCH for TxDOT's Motorcycle Safety Campaign: On TxDOT's Facebook Page, a citizen posts the following with a photo of a two motorcyclists on the road:

    "Thank you TxDOT for re-paving our East Texas back roads so we can enjoy riding our motorcycles safely."

    <u>NO</u> - <u>this would not qualify</u> as social media match for the Motorcycle Safety Campaign even if it was posted during the month in which the campaign was active.

2. Must be made in response to an initial posting on either 1) an independently-owned social media account or 2) a campaign or agency-owned social media account. But <u>initial</u> postings on a company or agency-owned account do not qualify because they are "owned media".

<u>EXAMPLE -1:</u>

Regarding MATCH for TxDOT's Motorcycle Safety Campaign: For this year's Motorcycle Safety Campaign, TxDOT is supported by the City of San Antonio – a Traffic Safety Coalition member – because there has been an increase in motorcycle crashes in the City. On the City of San Antonio Twitter Account, San Antonio posts the following with a photo of a two tourists wearing the "Look Twice for Motorcycles" paper sun glasses:

"Stop by the TxDOT booth #35 at Fiesta, and support Motorcycle Safety"

> **<u>YES - The initial post would qualify</u> as social media match for the Motorcycle Safety Campaign because it is not "owned media" – i.e. – the Twitter Account is not owned by TxDOT.**
>
> **<u>And all the "re-tweets", "likes", and "comments" would also qualify</u> because they also show community engagement and support.**

<u>EXAMPLE - 2:</u>

Regarding MATCH for TxDOT's Motorcycle Safety Campaign: On TxDOT's Twitter Account, a San Antonio TSS posts the following with a photo of a two tourists wearing the "Look Twice for Motorcycles" paper sun glasses:

"Come visit us today at the San Antonio Fiesta booth #35 and support Motorcycle Safety."

> **<u>NO - the initial post would not qualify</u> as social media match for the Motorcycle Safety Campaign because it is "owned media" – i.e. – the Twitter Account is owned by TxDOT.**
>
> **<u>However, YES - all the "re-tweets", "likes", and "comments" would qualify</u> because they show community engagement and support outside of the campaign owners.**

CALCULATING VALUES: PART-1

<u>Social Media as Earned Media ORIGINATING FROM PAID Social Media Postings:</u>

Value calculations BELOW based on PAID social media postings only

Actions originating in response to a PAID social media posting	Earned Media Value
Facebook "re-posts", "shares", "post likes", "Page likes", and "comments"	Facebook paid media buy (purchase price) x 5
Twitter "tweets", retweets", "likes", "follows", or "comments"	Twitter paid media buy (purchase price) x 5
YouTube "views", "likes", "shares", or "comments"	YouTube paid media buy (purchase price) x 5

TxDOT agencies purchase social media posts for Twitter and Facebook based on clicks/impressions (common industry practice). So in order to come up with the "buy" or purchase price, we will calculate the value of social media for this section using the following equation:

1. Cost per Thousand (CPM) clicks/impressions for the "buy"
   - Times (x)
2. The number of engagements (re-posts re-tweets, likes, etc.)
   - Times (x)
3. The approved earned media value index number (5) as approved by NHTSA and outlined in the document "Formula to Affix Dollar Value of Views of Media Messages on Social/Online Platforms"

CALCULATING VALUES: PART-2

Social Media as Earned Media ORIGINATING FROM FREE Social Media Postings

Value calculations based on FREE social media postings.

Actions originating in response to a FREE social media posting OR as a response to the campaign or funded program in general	Value
Independent Blog (not owned by TxDOT, TxDOT contractor, or sub-grantee)	$853.00
Facebook post or video view "likes"	$1.60
Facebook "posts or comments"	$10.17
Facebook "shares and re-posts"	$10.17
Facebook video "views"	$.50
Twitter "tweets, comments, likes, and retweets"	$5.00
Twitter "follow"	$2.25
Post on Digg or Reddit	$2.00
Post on StumbleUpon	$1.43
YouTube "view"	$7.50
YouTube "like"	$5.00
YouTube "shares"	$5.00
YouTube "comments"	$5.00

Note: *LinkedIn, Pinterest, Instagram, SnapChat, and Google+ do not have enough data or history at this point, but may be added to our list in the future.*

CALCULATING VALUES: PART-3

<u>Additional Values and Notes --- Apply to Both PART-1 AND PART-2</u>

<u>NOTE</u>: The following items require special tracking software such as *Hootsuite Insights*. TxDOT owns a corporate license and arrangements will be made so you can pull reports – or reports will be generated for you if you participate in this program.

1. **Values may be adjusted higher based on whether the action/posting/tweeting is done by an "influencer" or "celebrity".** Values may be adjusted higher (increased) from the amount indicated in the chart Group-A based on the number of followers held by the person who has taken the action.

   NOTE: This may apply to Twitter only. Due to confidentiality issues, the current available technology only allows us to determine the number of followers for <u>Twitter </u>postings, re-posting, and follows. So the following formula may only apply to Twitter unless verification can be provided.

   We base this formula on a standard social media measurement of "influencer accounts" called "Engagement Per Thousand" (EPM),

   # of followers – divided by 1,000 – multiplied by the unit value for Twitter free/volunteer actions shown in the charts above.

2. <u>Initial</u> **postings or "comments" will qualify based on whether the comment was positive or negative.** Although rare, comments are occasionally negative in nature.

   We will not count any negative initial postings trashing the campaign. However, comments and postings that follow an initial (positive) posting will qualify whether they are positive or negative because we view it as part of the conversation and citizen engagement in the issue. We have decided all comments are good and should be counted, regardless of content. Negative comments tend to beget multiple more positive comments that would not have originally been posted if not for defending the original negative comment. So again, the only time we will disqualify something that is negative, is if it's an independent initial post made by someone trashing the campaign.

3. **Facebook "video views" have been recently introduced and will qualify for MATCH if they originate from a FREE social media posting.** They will be given a value of $.50 per view, and we will be only count those times when 95% of the video and up to 100% of the video was viewed by unique users. The "likes, comments, and shares" associated with Facebook video views will also qualify. The Facebook video view "likes, comments, and

shares" will have the same value as the regular Facebook "likes, comments, and shares". Note: For YouTube video views we will be only count those times when 95% of the video and up to 100% of the video was viewed by unique users.

--------------------------------------   End of valuations Section   --

VERIFYING & DOCUMENTING EARNED MEDIA VALUE FOR SOCIAL MEDIA:

As with all earned media, Social Media Earned Media must be tracked, verified, and documented. And records must be maintained.

Social Media MATCH
Tracking Summary Sheet

SUB-GRANTEE NAME:

GRANT NAME & NUMBER:

REPORTING PERIOD: Social Media Posting Dates: From _____ to _____

TOTAL SOCIAL MEDIA MATCH Claimed For This Reporting Period: _____

	TOTAL Social Media Value This Reporting Period
Facebook	
Twitter	
YouTube	
OTHER	
Influencer(s)	
TOTAL	

Facebook

	Facebook Postings	Unit Value: $10.17	Facebook Video Views	Unit Value: $.50	Facebook Likes	Unit Value: $1.60	Facebook Comments	Unit Value: $10.17	Facebook Shares	Unit Value: $10.17	Facebook Total Value ALL
Tracking Software											
Screen Captures											
Sub-Total											
TOTAL Value											

Twitter

	Twitter Tweet or Posting	Unit Value: $5.00	Twitter Likes	Unit Value: $5.00	Twitter Comments	Unit Value: $5.00	Twitter Re-tweets	Unit Value: $5.00	Twitter Follows	Unit Value: $2.25	Twitter Total Value ALL
Tracking Software											
Screen Capture											
Sub-Total											
TOTAL Value											

YouTube

	YouTube views	Unit Value: $7.50	YouTube Likes	Unit Value: $5.00	YouTube Comments	Unit Value: $5.00	YouTube Shares	Unit Value: $5.00	YouTube Total Value ALL
Tracking Software									
Screen Capture									
Sub-Total									
TOTAL Value									

OTHER: Digg, Reddit, StumbleUpon & Blogs

	Digg Posting	Unit Value: $2.00	Reddit Posting	Unit Value: $2.00	Stumble-Upon Posting	Unit Value: $1.43	Independent Blogs	Unit Value: $853.00	OTHER Total Value ALL
Tracking Software									
Screen Capture									
Sub-Total									
TOTAL Value									

Influencer

	Type of Posting	Unit Value	Influencer: Number of followers	Number of followers / 1,000	Total Value
Facebook					
Twitter					
YouTube					
OTHER					
TOTAL					

Addendum #5

Instructions for Sub-Grantee Participants

Earned Media Value Index for Social Media

TxDOT Traffic Safety

05/19/2016 (Revision of document dated 05/06/2016)

For Sub-grantees

OVERVIEW:

TxDOT's Traffic Safety group is happy to announce that social media may now be used to garner earned media value, and has been cleared to qualify as MATCH on our NHTSA grants.

The remainder of this fiscal year will be a pilot program. Only those sub-grantees/programs invited may participate in the trial. Social media has evolved quickly into a necessary part of our safety campaigns and programs, but industry-wide standards for measuring the value of social media have not kept up to speed. Therefore, the only social media values that will be accepted for MATCH are the values outlined in this document. This value index has received clearance to be used for MATCH on NHTSA grants in our State. We will re-evaluate the pilot program at the end of this fiscal year and review the program on an annual basis for updates as the Social Media industry grows and changes.

In order to participate, you must:

1) Read this document, and prepare any questions you may have

2) Attend an initial launch meeting/training, where you can submit your questions, and participate in a question and answer session

3) Sign up to participate in this trial program by no later than the initial launch meeting and webinar

4) Agree to submit Social Media MATCH documentation on a monthly basis with RFRs

5) Agree to complete a survey at the end of this fiscal year to give us feedback about your experience

APPROVED VALUE INDEX:

With regard to social media, only EARNED MEDIA will qualify for MATCH. We will exclude from our calculations as much as possible, the two categories defined by public relations organizations as: 1) "paid media" and 2) "owned media".

It is not customary to include either *paid* media or *owned* media when calculating *earned* media values. With social media, it can sometimes be difficult to differentiate between *paid, owned*, and *earned* media. Nevertheless, we recommend keeping the boundaries clear whenever possible. The purpose of *earned* media is to show community support and engagement independent from the owners of the campaign. *Owned* media and *paid* media do not show a viewpoint independent from the campaign or engagement by the community, so they are not eligible for MATCH (see the chart below).

	Definition	**Social Media Examples**
Paid (purchased) Media	Social Media activity related to a program, campaign, or brand that is <u>purchased</u> by the company, agency, or its contracted agents	• Online advertising such as Facebook or Twitter ads • Online banner ads, column ads, page displays, or pop-up ads • Search advertising such as Google AdWords
Owned Media	Social Media activity related to a program, campaign, or brand that is generated by the company or its agents within channels it controls	• Company-owned or agency-owned website • Initial postings on company-owned or Agency-owned social media accounts such as Facebook or Twitter • Company-owned or Agency-controlled blog or opinion pages
Earned Media	Social Media activity about a program, campaign, or brand that is not directly generated by the agency, company or its agents but rather by other entities such as citizens or journalists showing community support and engagement	• Posts, reposts, likes, and comments in independently-owned online social accounts such as Facebook • Independent professional online reviews, and blogs • Likes, shares, or comments made to initial posts on company or sub-grantee owned social account

Therefore, <u>in order to QUALIFY</u> as earned media MATCH, all Social Media activities:

1. Must be specifically about the grant program in question – cannot be a general posting about the agency or sub-grantee in general.

   <u>EXAMPLE -1:</u>

   Regarding MATCH for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council: On UT Austin Student Council Facebook Page, a citizen posts the following with a photo of a two bicyclists attending a community event where the bicycle safety program has a booth:

   "Thank you SafeCycling for reminding motorists to watch for cyclists."

   > **<u>YES</u> - <u>this would qualify</u> as social media match for the SafeCycling program. And all the "likes," "comments", and "shares" would also qualify.**

   <u>EXAMPLE -2:</u>

   Regarding MATCH for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council: On UT Austin Student Council Facebook Page, a citizen posts the following with a photo of a two bicyclists in a bike lane:

   "Thank you UT Austin Student Council for petitioning the City of Austin for additional biking lanes."

<u>NO</u> - <u>this would not qualify</u> as social media match for the SafeCycling program even if it was posted during the months in which the program was doing a promotional event.

2. Must be made in response to an initial posting on either 1) an independently-owned social media account or 2) a campaign or agency-owned social media account. But <u>initial</u> postings on a company or agency-owned account do not qualify because they are "owned media".

<u>EXAMPLE -1:</u>

Regarding MATCH for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council, the Student Council is supported by the City of Austin –because there has been an increase in bicycle fatalities in the City. On the City of Austin Twitter Account, Austin posts the following with a photo of a two students holding a SafeCycling banner:

"Stop by the SafeCycling booth #35 at SXSW, and find out how to support safe cycling"

<u>YES - The initial post would qualify</u> as social media match for the SafeCycling program because it is not "owned media" – i.e. – the Twitter Account is not owned by SafeCycling or UT Austin Student Council.

<u>And all the "re-tweets", "likes", and "comments" would also qualify</u> because they also show community engagement and support.

<u>EXAMPLE - 2:</u>

Regarding MATCH for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council: On UT Austin Student Council Twitter Account, a SafeCycling administrator posts the following with a photo of a two students holding a SafeCycling banner:

"Come visit us today at the SXSW booth #35 and support safe cycling."

<u>NO</u> - <u>the initial post would not qualify</u> as social media match for the SafeCycling program because it is "owned media" – i.e. – the Twitter Account is owned by UT Austin Student Council.

<u>However, YES - all the "re-tweets", "likes", and "comments" would qualify</u> because they show community engagement and support outside of the campaign owners.

CALCULATING VALUES

Earned Media ORIGINATING FROM FREE Social Media Postings

Actions originating in response to a FREE social media posting OR as a response to the campaign or funded program in general	Value
Independent Blog (not owned by TxDOT, TxDOT contractor, or sub-grantee)	$853.00
Facebook post or video view "like"	$1.60
Facebook "posts or comments"	$10.17
Facebook "shares and re-posts"	$10.17
Facebook "video view"	$.50
Twitter "tweets, comments, likes, and retweets"	$5.00
Twitter "follow"	$2.25
Post on Digg or Reddit	$2.00
Post on StumbleUpon	$1.43
YouTube "view"	$7.50
YouTube "likes"	$5.00
YouTube "shares"	$5.00
YouTube "comments"	$5.00

Note: *LinkedIn, Pinterest, Instagram, SnapChat, and Google+ do not have enough data or history at this point, but may be added to our list in the future.*

CALCULATING VALUES

Additional Values and Notes

The following items may require special tracking software such as *Hootsuite Insights*. TxDOT owns a corporate license and arrangements will be made so you can pull reports – or reports will be generated for you if you participate in this program.

1. **Values may be adjusted higher based on whether the action/posting/tweeting is done by an "influencer" or "celebrity".** Values may be adjusted higher (increased) from the amount indicated in the chart based on the number of followers held by the person who has taken the action.

   NOTE: Due to privacy issues, the current available technology often limits our ability to determine the number of followers for independent party posts. Twitter allows us to see this information, but other platforms are more difficult. So the following formula may only apply to Twitter unless you can obtain verification. We base this formula on a standard

social media measurement of "influencer accounts" called "Engagement Per Thousand" (EPM),

# of followers – divided by 1,000 – multiplied by the unit value for Twitter free/volunteer actions shown in the charts above.

2. <u>Initial</u> postings or "comments" will qualify based on whether the comment was positive or negative. Although rare, comments are occasionally negative in nature.

   We will not count any negative initial postings trashing the campaign. However, comments and postings that follow an initial (positive) posting will qualify whether they are positive or negative because we view it as part of the conversation and citizen engagement in the issue. We have decided all comments are good and may be counted, regardless of content. Negative comments tend to beget multiple more positive comments that would not have originally been posted if not for defending the original negative comment. So again, the only time we will disqualify something that is negative, is if it's an independent initial post made by someone trashing the campaign.

3. Facebook "video views" have been recently introduced and will qualify for MATCH. They will be given a value of $.50 per view, and we will be only count those times when 95% of the video and up to 100% of the video was viewed by unique users. The "likes, comments, and shares" associated with Facebook video views will also qualify. The Facebook video view "likes, comments, and shares" will have the same value as the regular Facebook "likes, comments, and shares". Note: For YouTube video views we will be only count those times when 95% of the video and up to 100% of the video was viewed by unique users.

--------------------------------------- End of valuations Section --

VERIFYING & DOCUMENTING EARNED MEDIA VALUE FOR SOCIAL MEDIA:

As with all earned media, Social Media Earned Media must be tracked, verified, and documented. And records must be maintained. TxDOT has software that can assist you in tracking the social media posts. Also you may use screen captures. Tracking and documentation samples will be provided at the kick-off meeting and training.

Social Media MATCH
Tracking Summary Sheet

SUB-GRANTEE NAME:

GRANT NAME & NUMBER:

REPORTING PERIOD: Social Media Posting Dates: From _____ to _____

TOTAL SOCIAL MEDIA MATCH Claimed For This Reporting Period: _____

	TOTAL Social Media Value This Reporting Period
Facebook	
Twitter	
YouTube	
OTHER	
Influencer(s)	
TOTAL	

Facebook

	Facebook Postings	Unit Value: $10.17	Facebook Video Views	Unit Value: $.50	Facebook Likes	Unit Value: $1.60	Facebook Comments	Unit Value: $10.17	Facebook Shares	Unit Value: $10.17	Facebook Total Value ALL
Tracking Software											
Screen Captures											
Sub-Total											
TOTAL Value											

Twitter

	Twitter Tweet or Posting	Unit Value: $5.00	Twitter Likes	Unit Value: $5.00	Twitter Comments	Unit Value: $5.00	Twitter Re-tweets	Unit Value: $5.00	Twitter Follows	Unit Value: $2.25	Twitter Total Value ALL
Tracking Software											
Screen Capture											
Sub-Total											
TOTAL Value											

YouTube

	YouTube views	Unit Value: $7.50	YouTube Likes	Unit Value: $5.00	YouTube Comments	Unit Value: $5.00	YouTube Shares	Unit Value: $5.00	YouTube Total Value ALL
Tracking Software									
Screen Capture									
Sub-Total									
TOTAL Value									

OTHER: Digg, Reddit, StumbleUpon & Blogs

	Digg Posting	Unit Value: $2.00	Reddit Posting	Unit Value: $2.00	Stumble-Upon Posting	Unit Value: $1.43	Independent Blogs	Unit Value: $853.00	OTHER Total Value ALL
Tracking Software									
Screen Capture									
Sub-Total									
TOTAL Value									

Influencer

	Type of Posting	Unit Value	Influencer: Number of followers	Number of followers / 1,000	Total Value
Facebook					
Twitter					
YouTube					
OTHER					
TOTAL					

Addendum #6

Questions & Answers

Social Media Match Trial Program

Questions and Answers:

1. QUESTION: **Will Facebook video views qualify for match?**

   TXDOT RESPONSE: If Facebook video views originate from free media, they will qualify for match. They will be given a low value of $.50 per view because they are "auto-play" and they will only count when 95% of the video and up to 100% of the video was viewed by unique users. The "likes, comments, and shares" also qualify and will have the same value as the regular Facebook "likes, comments, and shares".

2. QUESTION: **Will both negative and positive comments qualify for match?**

   TXDOT RESPONSE: Initial postings will qualify based on whether it is positive or negative. Only positive initial postings will qualify. We will not count negative initial postings trashing the program or campaign. However, comments and postings that follow the initial (positive) post will qualify whether they are positive or negative because we view it as part of the conversation and citizen engagement in the issue.

3. QUESTION: **Will Facebook events, webcast, and webinars qualify for match?**

   TXDOT RESPONSE: No, not for this FY16 trial, but we'll put it on the list to be considered for the FY17 program.

4. QUESTION: **Will Facebook events, webcasts, or webinars that become videos afterward qualify for match?**

   TXDOT RESPONSE: No, not for this FY16 trial, but we'll put it on the list to be considered for the FY17 program

5. QUESTION: **Will the "likes, shares, or comments" responding to Facebook events, webcasts, or webinars that become videos afterward qualify for match?**

   TXDOT RESPONSE: No, not for this FY16 trial, but we'll put it on the list to be considered for the FY17 program.

6. QUESTION: **Will it qualify if one sub-grantee posts about the program being conducted by another sub-grantee?**

   TXDOT RESPONSE: If it is an exact re-post of the original sub-grantee post, then no, it will not qualify. In order to qualify, it must be a totally new, reworded, and re-designed post specifically about the grant program.

7. QUESTION: **Will corporations or organizations qualify in the "influencer" category, or only individuals?**

TXDOT RESPONSE: No, not for this FY16 trial, but we'll put it on the list to be considered for the FY17 program. We need to review and find an easy way to screen these so that we know the corporation or organization does not have a vested interest in the grant program or sub-grantee.

8. QUESTION: **Will general social media postings qualify for match if the sub-grantee's social media account is targeted toward a national or multi-state target audience, and the original post does not mention Texas?**

TXDOT RESPONSE: No, unfortunately, they will not qualify. And none of the "likes, comments, or shares" associated with it will qualify either. Some sub-grantee organizations have national or regional offices. And their social media accounts/programs have a national and/or regional focus. On a social media account with a national or multi-state focus, only an initial post that is about a Texas event and mentions Texas (or a Texas location) will qualify. And if the post is about Texas and mentions Texas, all the "likes, comments, and shares" submitted in response to the post will qualify without requiring geo-targeting or geo-locking.

9. QUESTION: **Is geo-locking or geo-targeting required for "likes, comments, and shares" attached to a post on our Facebook Page (in order to include only those that come from Texas)?**

TXDOT RESPONSE: Geo-targeting or geo-locking will not be required for any of the "likes, follows, comments, or shares". We understand social media exists on the "worldwide web", and it's hard & expensive to determine the geographic origin of a "like, comment, etc."

We trust – for the purpose of this trial – that if a traffic safety program is about an event in Texas and mentions Texas –or –is posted by an organization who exists only in Texas (and whose social media followers are majority Texan) - -then most of these "likes, comments, etc." will come from Texas. Nevertheless, we understand that there will probably be a few "likes, comments, etc." that are not from Texas.

For example: a Facebook fan who lives in Texas might "share" a sub-grantee's traffic safety Facebook post by "sharing it" with their daughter who lives in California in order to encourage her not to drink and drive. Then the daughter who lives in California "likes" the shared post and makes a "comment". Due to privacy laws, there is no easy way to determine anything about the "daughter" in this case, such as her geographic location. It requires a lot of time and/or expensive software (a lot of money) – and sometimes even then it is not possible. We are assuming that most of the "likes, comments, and shares" submitted in response to the Texas post will be from Texans with only a few exceptions. This is not a problem as long as the major focus is on a Texas program. So, to summarize, all the "likes, comments, and shares, etc." submitted in response to the Texas post will qualify without geo-targeting or geo-locking.

NOTE: Blogs must be in-state only in order to qualify, unless an exception is obtained from us here at TxDOT. The geo-location of Blog-writers and organizations can usually be determined easily.

10. QUESTION: **As employees of our organization, if we post about bike safety program on our personal Facebook/Twitter accounts, the original post counts and all likes, comments and shares thereafter count, correct?**

TXDOT RESPONSE: The original post does not qualify for match because it is considered "owned media", but all the "likes, comments, and shares" attached to the original post qualify for match because they show community engagement. ?

11. QUESTION: **Facebook Videos - when looking at Facebook, the analytics show "average % completion" and "10 second views." How can we determine who watched the video 95%-100% of the time?**

TXDOT RESPONSE: You can export the data for the month using "Facebook Insights" tracking software from Facebook. Choose "Video Data" as the export type and "Excel" as the file type. Then calculate totals from posts relevant to the campaign. After you export the data to Excel, go to the first tab in the Excel file. There is a category called "Lifetime Unique Views to 95%" (usually in Column Q) and that is the number that qualifies for Match.
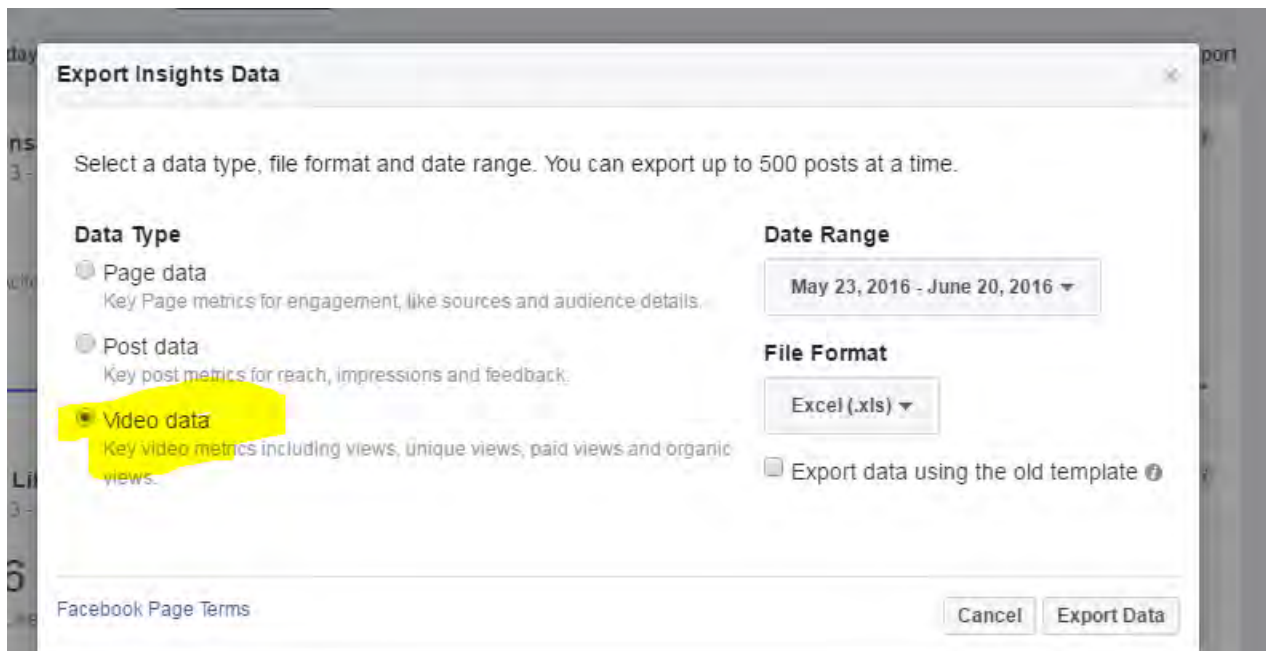
12. QUESTION: On s**creen captures, does the web address that appears at the top of the screen need to be a part of the screen capture, or can it be typed along with the other information? Can the screen capture be that of just the post with the other information typed?**

TXDOT RESPONSE: If you are relying solely on the screen capture for documentation, then you will need to capture the web address that appears at the top of the screen. If you have other support documentation such as Facebook analytics or social media tracking software, then it will not be required.

13. QUESTION: **Regarding Facebook Events, from the notes I see that the Facebook Event itself does not count. What about the likes, comments and shares? We recently had an event where we received 13 shares of our Facebook Event, as well as numerous likes and some comments.**

TXDOT RESPONSE: No – for the FY16 trial, Facebook Events <u>will not qualify</u> for match, and the likes, comments, and shares associated with it will not qualify for the match either. We have put it on the list of items to be considered for FY17.

14. QUESTION: **Facebook shows "people reached." Do these qualify for any match?**

TXDOT RESPONSE: No – not for the FY16 trial. We will put it on the list of items to be considered for FY17.

15. QUESTION: **YouTube analytics for "views", it shows the country of the person viewing the video. Most of the views are from the USA, but there are a few from other countries. Do YouTube views from other countries qualify?**

TxDOT RESPONSE: Only the "views" that come from the USA will qualify.

16. QUESTION: **Will posts made by subcontractors and posted on their social media accounts –qualify for our Match – if the posts are about our grant program?**

TxDOT RESPONSE: Subcontractors are viewed as an extension of your sub-grantee organization. So posts about your grant program that appear on the subcontractor social media accounts are treated the same as we treat posts made by the sub-grantee. For a sub-grantee, the <u>initial</u> Tweet or Facebook post WILL NOT qualify for match because it is considered "owned media", but all the "likes, shares, retweets, comments" that happen in response to the initial post will qualify for match.

NOTE: In this context, a *subcontractor* refers to someone or some organization that the sub-grantee organization "hires" or "pays" to carry out part of their program's mission.

17. QUESTION: **Arlington PD featured a video about our program on <u>their </u>YouTube channel. Does it qualify for match?**

TxDOT RESPONSE: It's exciting and wonderful that the Arlington PD featured a video about your program on their YouTube channel! Unfortunately, we did not anticipate such a gesture when we planned the social media match trial. So provisions were not made for an original initial YouTube post on a different channel – not the sub-grantee's channel. So the posting itself will not qualify for match, but all the views, likes, shares, and comments will qualify for match whether the video is posted on their channel or yours. We will definitely put this on the list of items to be added in FY17.

18. QUESTION: **Regarding Twitter "follows"-- how are we counting those, as I can't tell which posts generated the "follow"?**

TxDOT RESPONSE: You CAN determine the exact post that generated each Twitter "follow". In the Twitter Analytic download, you can track a line (such as line #15) out to

column R, and if it has a "follow" indicated in column R – then look to the left, you will see the source of the "follow" in column B and C. Columns B & C indicate the exact tweet that generated the "follow". We are only using those "follows" that originate from a campaign or program post, and only <u>new</u> "follows". In order to create a "follow" that originates from a post, the user must have the specific story (Tweet) open when they click "follow".

19. <u>QUESTION:</u> **At our bicycle safety events, we took a lot of pictures, and they are in event specific albums on our Facebook. Do the likes, comments, shares on the pictures count toward match? Some of the pictures in question are a part of a post made by us (sub-grantee) and posted on our Facebook page. Other pictures are a part of another post we made that includes a photo album.**

<u>TxDOT RESPONSE:</u> Yes. Any likes, comments, or shares made to the pictures in the photo album qualify for match.

20. <u>QUESTION:</u> **How do I capture all the downline activity of my initial post when the downline activity continues to occur- even three or more generations' downline? Will I need to do screen captures to get it all?**

<u>TxDOT RESPONSE:</u> All the organic downline activity ("likes, comments, shares, etc") that happen in response to all "shared posts or re-posts" of your initial post will be counted by your social media account Analytics system when it gives you the results for your initial post. Screen captures in this case would be very labor-intensive and would be double-counting if you're already using your Analytics. The Analytics program is provided by Facebook, Twitter, and YouTube, but you will need someone in your organization who has been designated by your IT group as the System Administrator, and who can operate the Analytics program. But you must use either the Analytics program or screen capture, but not both. The Analytics will capture more for less effort.

21. <u>QUESTION:</u> **Will emojis count for match? How about live streaming?**

<u>TxDOT RESPONSE:</u> We will not be including emojis or live streaming in our calculations for the FY16 trial. We will not be including the likes, comments, or shares associated with live streaming. We will consider adding them next year.

22. <u>QUESTION:</u> **What about mentions, impressions, and reach? Do any of those qualify?**

<u>TxDOT RESPONSE:</u> We will not include "mentions", "impressions", and "reach" –these will not qualify or be part of our social media value match calculations for this trial period.

23. <u>QUESTION:</u> **Could you look into being able to capture and count Tweets that mention our program?**

<u>TxDOT RESPONSE:</u> A few weeks ago, I sent an email which said that Twitter "mentions" would not qualify for match. However, I've realized that I was confused about the difference between a Twitter "mention" and a Twitter "reply". So I'm sending a correction to my previous email. A Twitter "mention" will be considered a third party post and it will qualify for match. A Twitter "reply" will not qualify.

A Twitter mention: To PUBLICLY address or mention someone, type @Username in the middle of your message. They'll get notified that you mentioned them. It will also show up in your followers' timelines.

A Twitter reply: To PRIVATELY reply to any Tweet. @Username is at the BEGINNING of the Tweet. Click the Reply link in the bottom right corner of any tweet. Won't show up in your followers' timeline, but if someone visits yours or the other person's Twitter page, they will also be able to see the conversation. It is more like a private conversation.

24. QUESTION: **Facebook recently added a "love" button in addition to their "like". Since it's even better than a "like", will the "love" designation qualify?**

    TxDOT RESPONSE: We will not include the "love" designation for this trial period.   However, your rationale is sound and we will definitely consider it to be included in the FY17 program.

25. QUESTION: **We hosted a Bike Rodeo at Walmart Supercenter here in Huntsville. The Huntsville Walmart Facebook page advertised for the event all on their own (they did not replicate one of our agency posts). In the comments someone commented by tagging someone else. Does that comment count as match since by tagging someone that person is now aware of the program's event?**

    TxDOT RESPONSE: The post made by Walmart will count as a "Facebook post" and the comment/tag will count as a "comment".

26. QUESTION: **If there is a "like" on a comment, does the "like" qualify for match?**

    TxDOT RESPONSE: Yes. All the "likes, comments, and shares" that are downstream from the initial post will qualify.

27. QUESTION: **Have you considered using reach or impression numbers to give posts valuation? By using reach you know how many people your message has reached. It could be a lower value since we don't know how long people view a post.**

    TxDOT RESPONSE: Thank you for this feedback. For the FY16 trial, we will not be using reach or impressions for our valuation. We will add these to the items to be considered in FY17.

28. QUESTION: **Due to platforms' algorithms, posts no longer show up in people's feed in "real time." Therefore, time/date a person pulls analytics matters. At what time/number of days after the initial post should we capture the analytics? I would recommend at least week later. Is there a deadline?**

    TxDOT RESPONSE: The number of days after the initial post that you capture analytics is up to you. I'm sure waiting a week or two later than the initial posting would allow time for more comments, likes, etc.   If you pull the analytics too soon, it does not allow much time

for people to respond. It's important if you pull the analytics twice, that you do not double count your findings.

29. QUESTION: **On paid promoted posts, you still get to count the portion of the views, shares, and comments that come from organic reach as free media, correct? So even if we paid for people to see the post initially, but then it started getting shared, so any results that occur because of the organic sharing should be counted as free. Is that correct?**

TxDOT RESPONSE: Regarding calculating the value with a mixture of **paid and free**. Sometimes the paid media on social media (especially Facebook video views) can become as a mixture of paid and free social media. So how do we establish where "paid" ends and "free" (also called "organic") begins?

   A. EXAMPLE #1 (Paid evolves into Free) : Social Media Platforms have informed us that sometimes a paid social media ad in the newsfeed is "shared or re-posted" so many times that it evolves "organically" into social media derived from free media. TxDOT has agreed that if a social media post which starts as a paid posting and evolves to include organic downline activity-- you have the option of calculating the value of by using one of the following methods:
      i. Treat all downline activity the same – i.e. -- counting the entire downline activity including the "organic" posts using the "paid value formula" provided in your instructions (attached- on bottom of page 4 and the top of page 5).

      ii. **OR** you may use the Facebook/Twitter Analytics which gives a breakout of when the "paid" becomes "organic". In such a case, you would be calculating the value of paid separately from the organic/free. So in that case, the value of the "paid" elements would be calculated using the "paid" formula in the instructions (attached, pages 4- 5), and the "organic" elements would be calculated using the "free" media value chart in your instructions (attached, bottom of page 5). We ask that you let us know which way you have done your calculations when you make your submission. As a reference, you can access the "paid" vs "organic" in Facebook Analytics by downloading the data to an Excel file – then click on the "Video Data" tab, and go to columns "T" & "U".

   B. EXAMPLE #2 (Free evolves into Paid): Sometimes a free social media post/video is very popular with the public on TxDOT's Facebook site, so the agency "boosts" the video by putting up some money to make it a "paid" social media -- thus giving it more exposure. When a posting starts out as social media/free and then is "boosted" and becomes paid social media – the free vs. paid should be calculated separately.

30. QUESTION: **Facebook shows "people reached." Do these qualify for any match?**

TxDOT RESPONSE: No – not for the FY16 trial. We will put it on the list of items to be considered for FY17.

31. QUESTION: **Could you clarify for me what types of original posts would count for match if posts on the sub-grantee Facebook pages do not?**

TxDOT RESPONSE: Here are some examples of original posts would count for match.

- Example #1: In some social media communities, fans (or followers) are allowed to make posts. This is not always the case. But if a fan (not someone at ESC) makes a post on your Facebook page, then the initial post would qualify as well as all the likes, shares, and comments that follow.

- Example #2: Sometimes another organization, individual, or State, County or City agency such as a Sheriff's Department, will support your work by posting an announcement on their Facebook page or Twitter account about the work you are doing. In that case, the initial post would qualify as well as all the likes, shares, and comments that follow.

32. QUESTION: **Is there a statute of limitations on counting "likes, shares, comments, etc."**

TxDOT RESPONSE: No. There is no statute of limitations other than the timeline of the trial which is April 1, 2016 to September 30, 2016. For example, social media activity such as likes and comments can be tallied two weeks after the initial post – and tallied again two months later if new posts have appeared – as long as you are not double-counting. So on the second time, you would only count those posts that have appeared since your last report.

33. QUESTION: **Screen captures - does the web address that appears at the top of the screen have to be a part of the screen capture, or can it be typed along with the other information?**

TxDOT RESPONSE: If you are relying solely on the screen capture for documentation, then we want you to capture the web address that appears at the top of the screen as part of the screen capture. If you have other support documentation such as Facebook Insights or other analytics, then it will not be required because it is reflected in the report provided by them.

34. QUESTION: **Can we count RT [retweets]/likes/comments from individuals who are sub-grantees in another TxDOT funded organization?**

TxDOT RESPONSE: Here is what we determined at our first meeting/webinar about OTHER sub-grantee organizations making initial posts about YOUR program: If it is an exact re-post or share of the original sub-grantee post, then no, it will not qualify. In order to qualify, it must be a totally new, reworded, re-designed post specifically about the program.

35. QUESTION: **With regard to YouTube video views, do we need to specify 95% unique video views?**

TxDOT RESPONSE: No – YouTube is different from Facebook with regard to video views. YouTube requires "click" to play and has their own formula to assure that all the video views

counted in their analytics are viewed almost in their entirety with their definition of "unique viewer".

36. QUESTION: **Will you please consider adding Facebook "Sad" and "Angry" next fiscal year? Those have become the responses that are more appropriate for something like news about the death of a child left in a hot car. "Like" is no longer used for something like that.**

    TxDOT RESPONSE: Yes. Thank you for bringing it to our attention for next year.

37. QUESTION: **I have a question about YouTube video views. We posted some videos in September and plan to report the September video views as social media match on the September RFR. How will we report new video views going forward (i.e. – if we get 1,000 more views in October, how do we show that those are new views)?**

    TxDOT RESPONSE: In the past few reporting periods, you used the screen capture method of reporting. If you plan to use screen capture in this YouTube reporting, you would need to do the following:

    September – attach a YouTube screen capture showing the number of video views and the date you did the screen capture (you can notate the date by hand if necessary).

    October – attach a YouTube screen capture of the same video showing the number of video views and the date you did the screen capture. In the margin subtract the views that were recorded in September from the views that are showing on the October screen capture to arrive at the balance which will qualify to be recorded for match on the October report. Also attach a copy of the September YouTube screen capture and write "reference only" at the top.

    Some of the sub-grantees use Excel spreadsheets which can be downloaded from YouTube tracking analytics software. If you decide to use that method of reporting, you can specify on the download request that you want only those "views" between the dates _____ and _____. So you can separate the months in that way.

Addendum #7

End of Trial, Summary of Monthly Reports

Media Agencies, FY16 Social Media Match Summary

Agency	Campaign	Total Social Media Match APRIL	Total Social Media Match MAY	Total Social Media Match JUNE	Total Social Media Match JULY	Total Social Media Match AUGUST	Total Social Media Match SEPTEMBER	Total Social Media Match ALL MONTHS
SMAM	Distracted Driving	$341,066.32			$1,656,368.78			$1,997,435.10
SMAM	Motorcycle	$201,365.45	$23,400.75					$224,766.20
SMAM	CIOT	$862.33	$45,050.03					$45,912.36
SMAM	**Total**							$2,268,113.66
EnviroMe	Child Pass Safety						$3,464.10	$3,464.10
EnviroMe	**Total**							$3,464.10
GDC	Faces of Drunk Driving			$2,977.60	$8,592.27			$11,569.87
GDC	Hispanic Impaired Driving	$50.00						$50.00
GDC	Labor Day Impaired Driving					$668.31	$7,855.60	$8,523.91
GDC	Football Impaired Driving							$0.00
GDC	BSDS, Gen Topics	$73,859.99				$36,619.72		$110,479.71
GDC	BSDS, Energy Sector Safety			$30.51				$30.51
GDC	BSDS, I-35 Work Zone				$1,244.41			$1,244.41
GDC	**Total**							$131,898.41

Sub-Grantees FY16 Social Media Match Summary

Organization	Project Title	Total Social Media Match APRIL	Total Social Media Match MAY	Total Social Media Match JUNE	Total Social Media Match JULY	Total Social Media Match AUGUST	Total Social Media Match SEPTEMBER	Total Social Media Match Claimed ALL MONTHS
National Safety Council	Our Driving Concern	$846.83	$2,714.78	$4,086.51	$3,167.97	$3,379.25	$3,037.73	$17,233.07
TTI	Peer to Peer	$1,074.87	$0.00	$0.00	$0.00	$263.31	$228.14	$1,566.32
TTI	Teens in the Drivers Seat	$6,575.66	$9,155.20	$3,773.85	$1,147.90	$2,597.65	$3,717.77	$26,968.03
TTI	Watch UR BAC	$1,217.56	$91.83	$548.18	$136.58	$796.01	$906.09	$3,696.25
Elbowz Racing	Elbowz Bicycle Safety	$1,001.59	$391.70	$458.58	$716.13	$505.67	$5,991.59	$9,065.26
Education Service Cntr	S.H.A.R.E. the Road	$0.00	$1,531.99	$463.19	$78.97	$0.00	$12.80	$2,086.95
Hillcrest Baptist Medical	KidSafe Program	$553.66	$166.05	$606.47	$237.81	$441.69	$239.76	$2,245.44
Texans Standing Tall	Zero Alcohol for Youth (ZERO)	$133.16	$0.00	$163.28	$262.76	$215.00	$27.60	$801.80
Texans Standing Tall	Reduce Underage Access (SOCIAL)	$404.80	$59.97	$10.00	$0.00	$62.54	$114.20	$651.51
Texans Standing Tall	Intervention, Risky Alcohol Use (SBI)	$10.00	$0.00	$0.00	$5.00	$0.00	$179.79	$194.79
MADD - Dallas, Travis, etc	Take the Wheel	$1,080.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,080.00
MADD - Smith Gregg	Take the Wheel							$0.00
MADD - Bexar	Take the Wheel							$0.00
MADD - Harris, Montgom	Take the Wheel							$0.00
No reports filed due to sub-grantee IT problems, moving HQ & website								

Addendum #8

Sample Participant Survey – End of Trial

1. Did your organization gain value from participating in the Social Media Match FY16 trial program?

◯ Yes, we gained significant value

◯ We gained moderate value

◯ We gained only minimal value

◯ We didn't gain any value

◯ N/A - We did not participate to gain value

2. Would you like to see the Social Media Match program continue in FY17?

☐ Yes

☐ No

☐ Unsure (please use the "Comment" field below to elaborate)

Other (please specify)

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```

3. Overall, how would you rate Social Media Match FY16 Trial Program ?

◯ Excellent

◯ Very good

◯ Good

◯ Fair

◯ Poor

4. Based on your experience, how easy was the reporting process?

◯ Easy to understand and execute

◯ Moderately Easy to understand and execute

◯ Somewhat Difficult to understand and execute

◯ Very Difficult to understand and execute

Other (please specify)

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```

5. In what RFR month did you begin submitting your Social Media Match reports?

◯ With **April** RFR

◯ With **May** RFR

◯ With **June** RFR

◯ With **July** RFR

◯ With **August** RFR

◯ With **September** RFR

6. How helpful was the training you received from TxDOT at the beginning of the program?

◯ Excellent

◯ Very Good

◯ Good

◯ Fair

◯ Poor

7. Did you receive enough regular support from TxDOT as needed?

◯ Yes

◯ No

Other (please specify)

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8. *Using an average*, approximately how much time did you spend preparing<u>each</u> of your monthly Social Media Match reports?

☐ Two hours or less

☐ Three hours

☐ Four hours

☐ Five hours

☐ Six hours

☐ Seven hours

☐ Eight hours or more (please use the "Other" field below to indicate the approximate number of hours)

Other (please specify)

[ ]

9. Do you have any suggestions for improvement for the program?

☐ Yes

☐ No

☐ Please enter your suggestions into the "Comment Field" below

Other (please specify)

[ ]

10. Is there anything you would like to see added to, or deleted from, the program?

☐ Yes

☐ No

☐ Please enter your suggestions into the comment field below

Other (please specify)

[ ]

Addendum #9

Survey Results

Q1 Did your organization gain value from participating in the Social Media Match FY16 trial program?

Answered: 16　　Skipped: 0
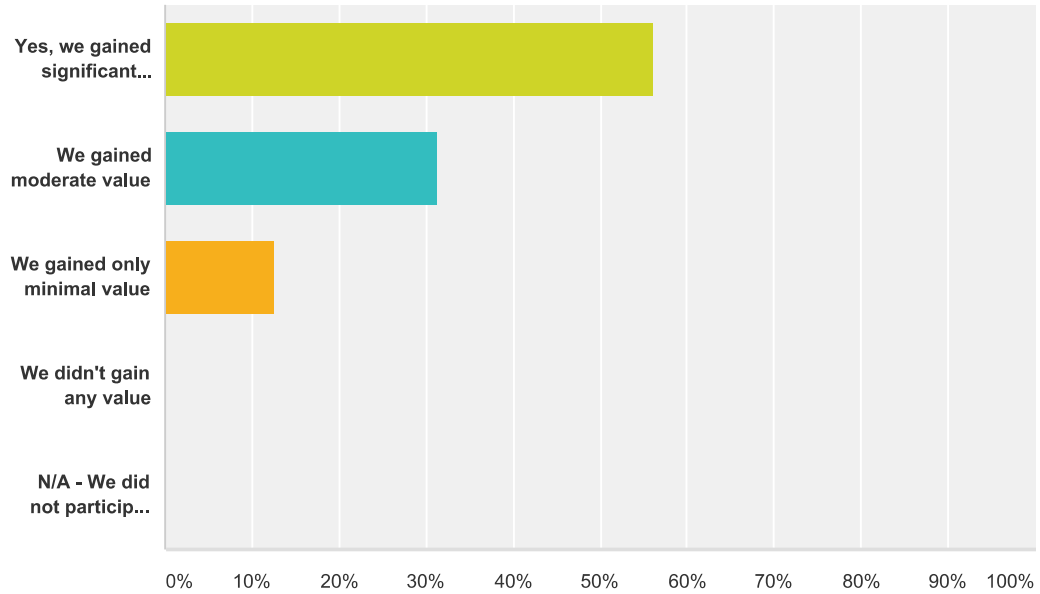
Answer Choices	Responses	
Yes, we gained significant value	**56.25%**	9
We gained moderate value	**31.25%**	5
We gained only minimal value	**12.50%**	2
We didn't gain any value	**0.00%**	0
N/A - We did not participate to gain value	**0.00%**	0
Total		16

Q2 Would you like to see the Social Media Match program continue in FY17?

Answered: 13   Skipped: 3
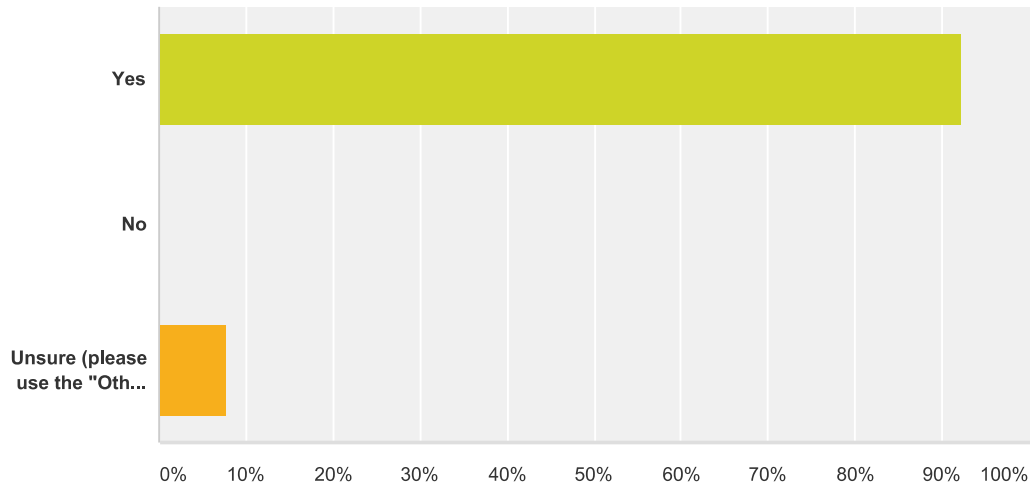
Answer Choices	Responses	
Yes	**92.31%**	12
No	**0.00%**	0
Unsure (please use the "Other" field below to elaborate)	**7.69%**	1
Total Respondents: 13		

Q3 Based on your experience, how easy was the reporting process?

Answered: 13   Skipped: 3
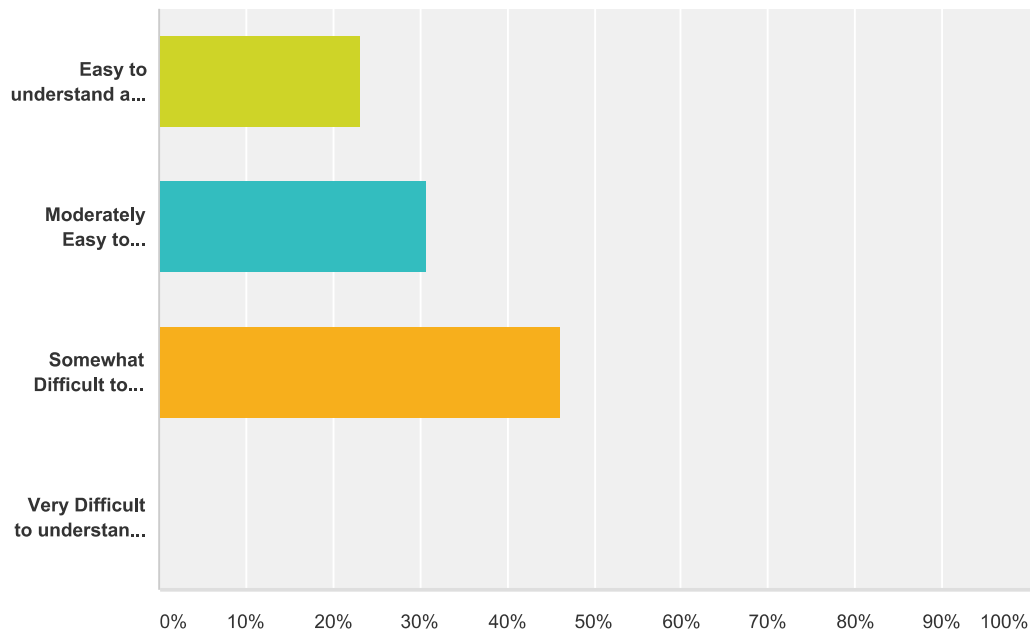
Answer Choices	Responses	
Easy to understand and execute	**23.08%**	3
Moderately Easy to understand and execute	**30.77%**	4
Somewhat Difficult to understand and execute	**46.15%**	6
Very Difficult to understand and execute	**0.00%**	0
Total		13

Q4 In what RFR month did you begin submitting your Social Media Match reports?

Answered: 13   Skipped: 3
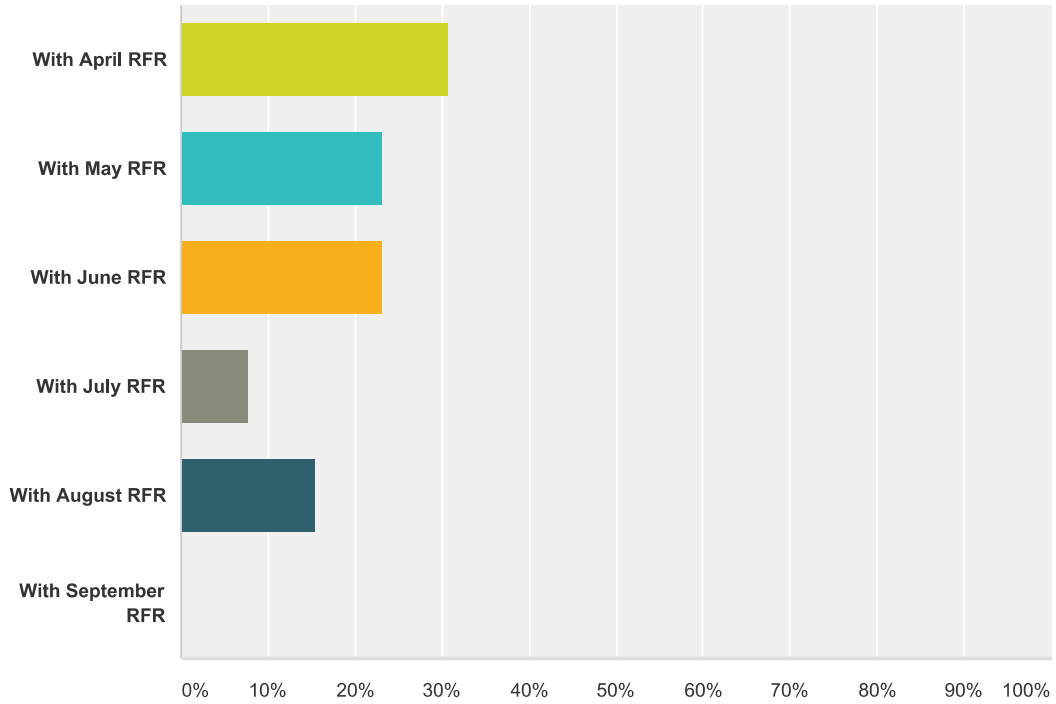
Answer Choices	Responses	
With April RFR	**30.77%**	4
With May RFR	**23.08%**	3
With June RFR	**23.08%**	3
With July RFR	**7.69%**	1
With August RFR	**15.38%**	2
With September RFR	**0.00%**	0
Total		13

Q5 How helpful was thetraining you received from TxDOT at the beginning of the program?

Answered: 13   Skipped: 3
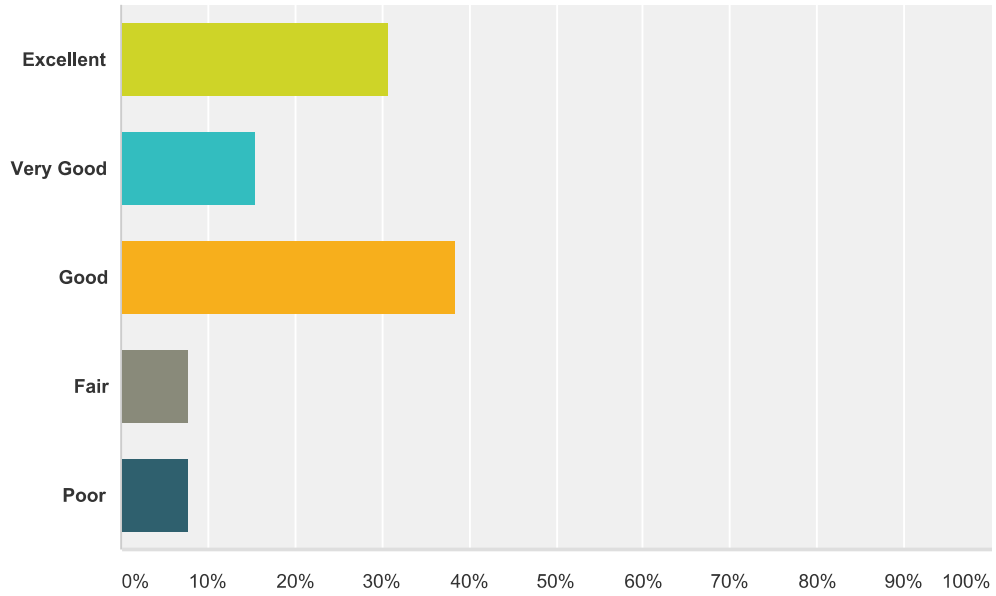
Answer Choices	Responses	
Excellent	**30.77%**	4
Very Good	**15.38%**	2
Good	**38.46%**	5
Fair	**7.69%**	1
Poor	**7.69%**	1
Total		13

Q6 Did you receive enough regularon-going support from TxDOT as needed?

Answered: 13   Skipped: 3
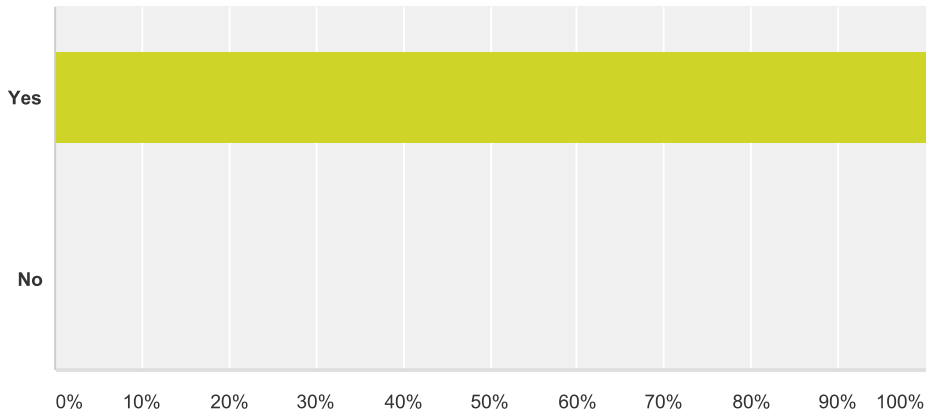
Answer Choices	Responses	
Yes	100.00%	13
No	0.00%	0
Total		13

Q7 Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Answered: 13   Skipped: 3
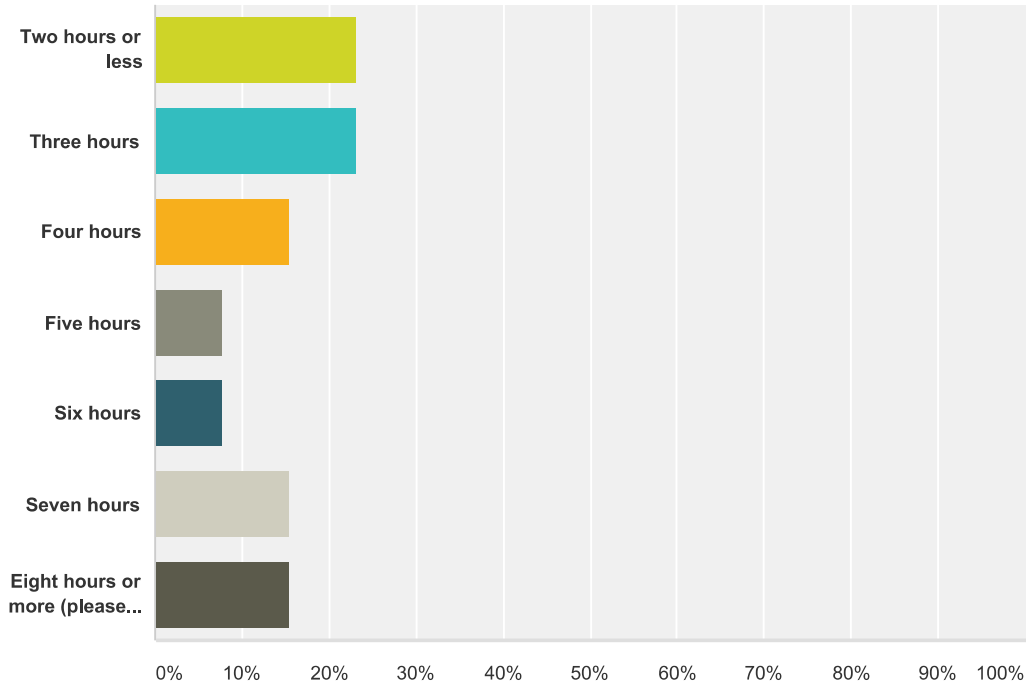
Answer Choices	Responses	
Two hours or less	**23.08%**	3
Three hours	**23.08%**	3
Four hours	**15.38%**	2
Five hours	**7.69%**	1
Six hours	**7.69%**	1
Seven hours	**15.38%**	2
Eight hours or more (please use the "Other" field belowto indicate the approximate number of hours)	**15.38%**	2
Total Respondents: 13		

Q8 Do you have anysuggestions for improvement for the program?

Answered: 13   Skipped: 3
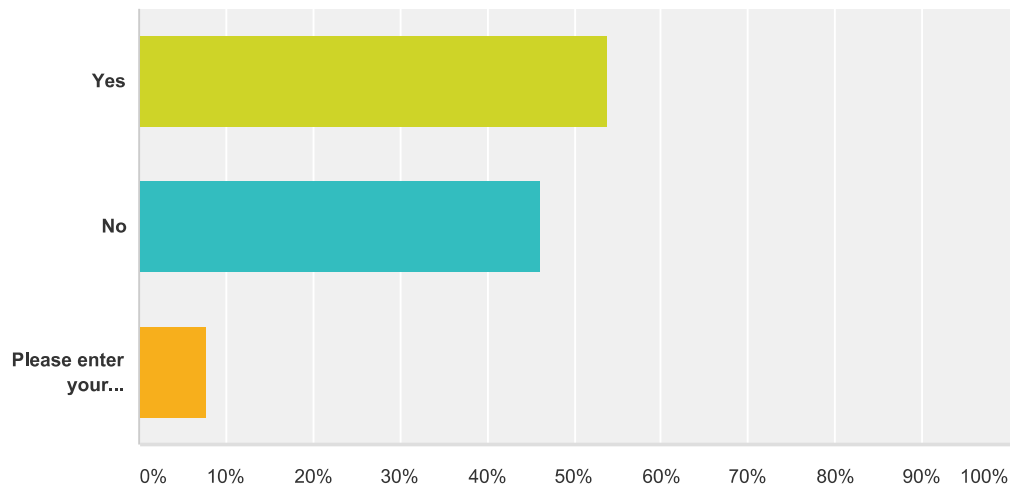
Answer Choices	Responses	
Yes	**53.85%**	7
No	**46.15%**	6
Please enter your suggestionsinto the"Comment Field" below	**7.69%**	1
Total Respondents: 13		

Q9 Is there anything you would like to see added to, or deleted from, the program?

Answered: 13   Skipped: 3
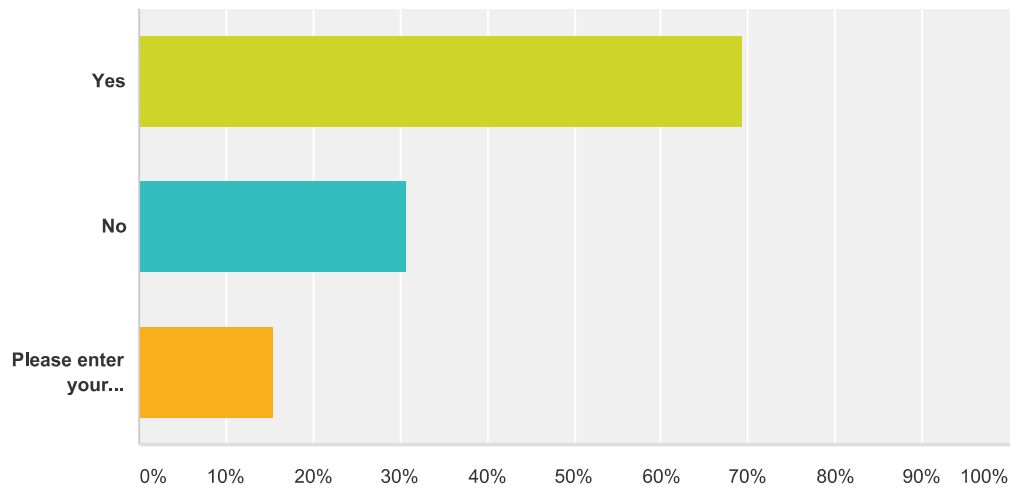
Answer Choices	Responses	
Yes	**69.23%**	9
No	**30.77%**	4
Please enter your suggestions into the comment field below	**15.38%**	2
Total Respondents: 13		

Q10 Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?

Answered: 13   Skipped: 3
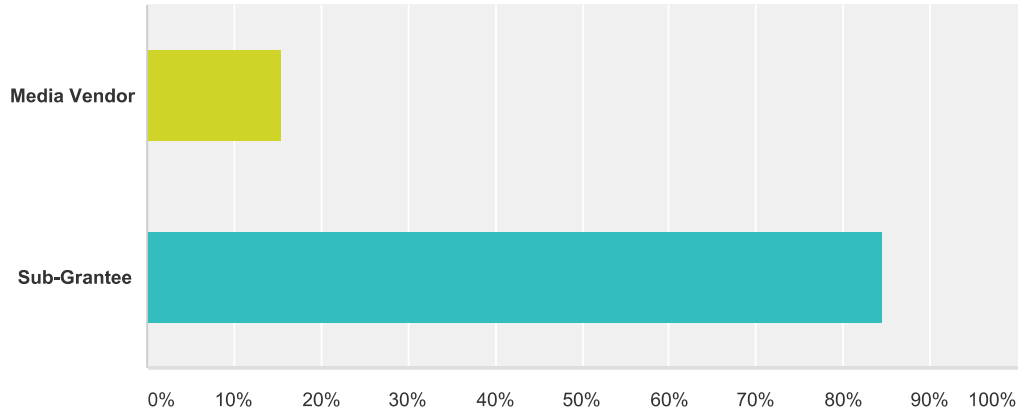
| Answer Choices	Responses	
Media Vendor	**15.38%**	2
Sub-Grantee	**84.62%**	11
Total		**13**

#1
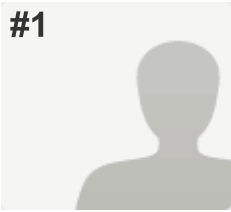
COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, October 12, 2016 3:26:28 PM
Last Modified: Wednesday, October 12, 2016 3:35:38 PM
Time Spent: 00:09:10
First Name: Amanda Gibson
Last Name: ESC6
Email: AGibson@esc6.net

IP Address: 208.91.96.1

PAGE 1

Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

Yes, we gained significant value

Q2: Would you like to see the Social Media Match program continue in FY17?

Yes

Q3: Based on your experience, how easy was the reporting process?

Easy to understand and execute

Q4: In what RFR month did you begin submitting your Social Media Match reports?

With May RFR

Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?

Excellent

Q6: Did you receive enough regularon-going support from TxDOT as needed?

Yes

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Two hours or less

Q8: Do you have anysuggestions for improvement for the program?

No

Q9: Is there anything you would like to see added to, or deleted from, the program?

Yes,

Other (please specify)
Now Facebook has "reactions" where users can select "love", "haha" aka laugh, "sad", or "angry" in addition to "like." I would like to see all of the reactions have a match value at least equal to a "like." I have friends on my personal Facebook page that rarely "like" something, but more often they "love" it. Also, an easy way to spread the word about a grant event is by creating a Facebook Event. Our agency found great success with using this feature and received several RSVPs, comments, shares and "reactions." During the pilot program these did not count as match, but greatly impacted the program and reach. Another great feature is Facebook Live. Once the person is done being "live" it is posted a video which can be accounted for in the analytic report.

Q10: **Are you a Media Vendor or a Sub-Grantee (General**   Sub-Grantee
Traffic Safety Grant Holder)?

#2
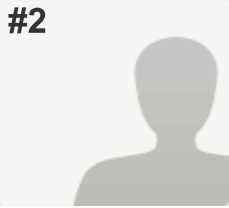
COMPLETE

Collector: Email Invitation 1 (Email)
Started: Wednesday, October 12, 2016 3:29:48 PM
Last Modified: Wednesday, October 12, 2016 3:41:27 PM
Time Spent: 00:11:38
First Name: Chris Sharman
Last Name: Sherry Matthews
Email: Csharman@sherrymatthews.com

IP Address: 66.90.224.84

PAGE 1

Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

Yes, we gained significant value

Q2: Would you like to see the Social Media Match program continue in FY17?

Yes

Q3: Based on your experience, how easy was the reporting process?

Somewhat Difficult to understand and execute

Q4: In what RFR month did you begin submitting your Social Media Match reports?

With April RFR

Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?

Poor

Q6: Did you receive enough regularon-going support from TxDOT as needed?

Yes

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Seven hours

Q8: Do you have anysuggestions for improvement for the program?

Yes,

Other (please specify)
It would be great to have examples of simple ways to generate each report.

Q9: Is there anything you would like to see added to, or deleted from, the program?

Yes,

Other (please specify)
The difference between paid and organic results is confusing after we pay to promote certain content. Some results happen as a result of the paid, and some results happen from organic sharing. How to track those separately is difficult.

Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?
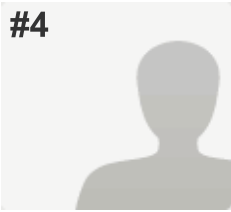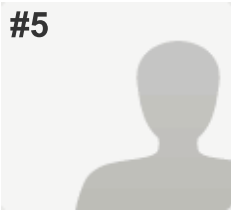
Media Vendor

#3
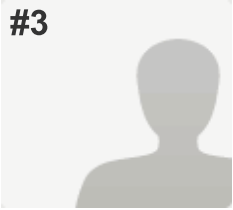
COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 13, 2016 5:52:13 AM
Last Modified: Thursday, October 13, 2016 5:53:22 AM
Time Spent: 00:01:09
First Name: Lisa Robinson
Last Name: NSC
Email: Lisa.Robinson@nsc.org
IP Address: 107.77.198.114

PAGE 1

Q1: **Did your organization gain value from participating in the Social Media Match FY16 trial program?**

Yes, we gained significant value

Q2: **Would you like to see the Social Media Match program continue in FY17?**

Yes

Q3: **Based on your experience, how easy was the reporting process?**

Somewhat Difficult to understand and execute

Q4: **In what RFR month did you begin submitting your Social Media Match reports?**

With June RFR

Q5: **How helpful was thetraining you received from TxDOT at the beginning of the program?**

Excellent

Q6: **Did you receive enough regularon-going support from TxDOT as needed?**

Yes

Q7: **Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?**

Four hours

Q8: **Do you have anysuggestions for improvement for the program?**

No

Q9: **Is there anything you would like to see added to, or deleted from, the program?**

No

Q10: **Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?**

Sub-Grantee

#4

PAGE 1

Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

Yes, we gained significant value

Q2: Would you like to see the Social Media Match program continue in FY17?

Respondent skipped this question

Q3: Based on your experience, how easy was the reporting process?

Respondent skipped this question

Q4: In what RFR month did you begin submitting your Social Media Match reports?

Respondent skipped this question

Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?

Respondent skipped this question

Q6: Did you receive enough regularon-going support from TxDOT as needed?

Respondent skipped this question

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Respondent skipped this question

Q8: Do you have anysuggestions for improvement for the program?

Respondent skipped this question

Q9: Is there anything you would like to see added to, or deleted from, the program?

Respondent skipped this question

Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?

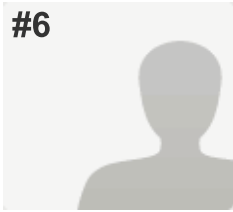*Respondent skipped this question*

#5

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 13, 2016 9:02:27 AM
Last Modified: Thursday, October 13, 2016 9:06:49 AM
Time Spent: 00:04:22
First Name: K Montemayor
Last Name: TTI
Email: K-Montemayor@tti.tamu.edu

IP Address: 165.95.67.121

PAGE 1

|	
Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?	We gained moderate value
Q2: Would you like to see the Social Media Match program continue in FY17?	Yes
Q3: Based on your experience, how easy was the reporting process?	Somewhat Difficult to understand and execute , Other (please specify) The rules seemed to change throughout the process, clear written instructions would be helpful going forward.
Q4: In what RFR month did you begin submitting your Social Media Match reports?	With April RFR
Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?	Good
Q6: Did you receive enough regularon-going support from TxDOT as needed?	Yes
Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?	Three hours, Other (please specify) we had many updates as instructions were not always clear, the corrections took quite a bit of extra time
Q8: Do you have anysuggestions for improvement for the program?	Yes, Other (please specify) when someone "loves" an item, it should get more or at least an equal value to a "like"; please include clear, written directions
Q9: Is there anything you would like to see added to, or deleted from, the program?	Yes, Other (please specify) clear, written, unchanging directions on what is allowed
Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?	Sub-Grantee

6 / 19

#6

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Thursday, October 13, 2016 10:19:33 AM
Last Modified: Thursday, October 13, 2016 10:21:58 AM
Time Spent: 00:02:24
First Name: Rachel Cooney
Last Name: BSW Health
Email: Rachel.Cooney@BSWHealth.org

IP Address: 205.203.58.1

PAGE 1

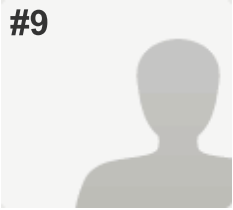|	
Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?	We gained moderate value
Q2: Would you like to see the Social Media Match program continue in FY17?	Yes
Q3: Based on your experience, how easy was the reporting process?	Easy to understand and execute
Q4: In what RFR month did you begin submitting your Social Media Match reports?	With May RFR
Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?	Very Good
Q6: Did you receive enough regularon-going support from TxDOT as needed?	Yes
Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?	Two hours or less
Q8: Do you have anysuggestions for improvement for the program?	Yes, Other (please specify) Value should be placed on the use of emojies when responding to a post. Emojis require my thought than simply liking a post. We lost out on a good amount of potential match because these were not given any value or included in the trial.
Q9: Is there anything you would like to see added to, or deleted from, the program?	Yes, Other (please specify) Value should be placed on the use of emojies when responding to a post. Emojis require my thought than simply liking a post. We lost out on a good amount of potential match because these were not given any value or included in the trial.
Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?	Sub-Grantee
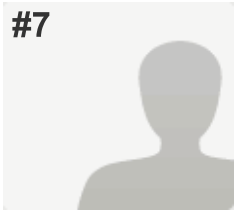
#7

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 17, 2016 11:49:10 AM
Last Modified: Monday, October 17, 2016 11:54:44 AM
Time Spent: 00:05:34
First Name: Justin Stanley
Last Name: Elbowz
Email: Elbowzracing@gmail.com
IP Address: 68.203.25.80

PAGE 1

Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?	Yes, we gained significant value
Q2: Would you like to see the Social Media Match program continue in FY17?	Yes
Q3: Based on your experience, how easy was the reporting process?	Easy to understand and execute
Q4: In what RFR month did you begin submitting your Social Media Match reports?	With July RFR
Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?	Good
Q6: Did you receive enough regularon-going support from TxDOT as needed?	Yes, Other (please specify) Marsha Scott was very helpful
Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?	Three hours
Q8: Do you have anysuggestions for improvement for the program?	No
Q9: Is there anything you would like to see added to, or deleted from, the program?	Yes, Please enter your suggestions into the comment field below , Other (please specify) Add Facebook reactions instead of just "likes". Add Instagram to program.
Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?	Sub-Grantee

#8
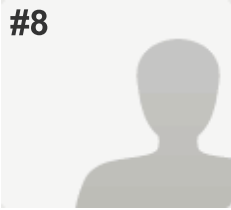
Collector: Email Invitation 1 (Email)
Started: Monday, October 17, 2016 11:53:38 AM
Last Modified: Monday, October 17, 2016 11:58:28 AM
Time Spent: 00:04:49
First Name: Laura Mooney
Last Name: Texas Agrilife
Email: LDMooney@ag.tamu.edu

IP Address: 128.194.238.245

PAGE 1

Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

We gained moderate value

Q2: Would you like to see the Social Media Match program continue in FY17?

Yes

Q3: Based on your experience, how easy was the reporting process?

Somewhat Difficult to understand and execute

Q4: In what RFR month did you begin submitting your Social Media Match reports?

With June RFR

Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?

Fair

Q6: Did you receive enough regularon-going support from TxDOT as needed?

Yes,

Other (please specify)
Our questions were answered each time I asked...and I asked quite a few!

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Seven hours

Q8: Do you have anysuggestions for improvement for the program?

Yes,

Other (please specify)
Please have a webinar for training for everyone who will be using. A "cheat sheet" of clear instructions/values that we can refer to would be very helpful. I think in this first pilot we are all plodding our way through it. If funds are available or are allowed grant expenses for training (from Social Media experts), I'd like that to be made clear in the FY18 proposal process.

Q9: Is there anything you would like to see added to, or deleted from, the program?

Yes,

Other (please specify) Twitter mentions

Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?
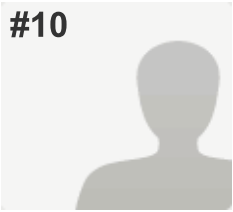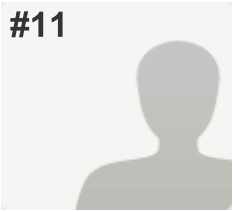
Sub-Grantee

#9

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 17, 2016 12:55:15 PM
Last Modified: Monday, October 17, 2016 2:17:25 PM
Time Spent: 01:22:09
First Name: Doug Stratton
Last Name: GDC
Email: DStratton@gdc-co.com
IP Address: 104.176.90.181

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Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?	We gained only minimal value
Q2: Would you like to see the Social Media Match program continue in FY17?	Yes
Q3: Based on your experience, how easy was the reporting process?	Moderately Easy to understand and execute
Q4: In what RFR month did you begin submitting your Social Media Match reports?	With May RFR
Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?	Excellent
Q6: Did you receive enough regularon-going support from TxDOT as needed?	Yes
Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?	Six hours
Q8: Do you have anysuggestions for improvement for the program?	No
Q9: Is there anything you would like to see added to, or deleted from, the program?	Yes, Other (please specify) We'd like to see the addition of Instgram as a social media outlet to track for value.
Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?	Media Vendor

#10

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 17, 2016 3:27:44 PM
Last Modified: Monday, October 17, 2016 3:30:03 PM
Time Spent: 00:02:19
First Name: Russell Henk
Last Name: TTI
Email: R-Henk@tti.tamu.edu
IP Address: 66.87.96.20

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Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

Yes, we gained significant value

Q2: Would you like to see the Social Media Match program continue in FY17?

Yes

Q3: Based on your experience, how easy was the reporting process?

Somewhat Difficult to understand and execute

Q4: In what RFR month did you begin submitting your Social Media Match reports?

With June RFR

Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?

Very Good

Q6: Did you receive enough regularon-going support from TxDOT as needed?

Yes

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Eight hours or more (please use the "Other" field belowto indicate the approximate number of hours)

Q8: Do you have anysuggestions for improvement for the program?

Yes,

Other (please specify)
Clarifications on what qualifies and how to report would be helpful. We think this was great and more clarity will likely come forth if it continues.

Q9: Is there anything you would like to see added to, or deleted from, the program?

No

Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?
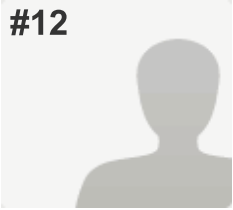
Sub-Grantee

#11

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Monday, October 17, 2016 8:48:04 PM
Last Modified: Monday, October 17, 2016 8:49:45 PM
Time Spent: 00:01:40
First Name: Bev Kellner
Last Name: Texas Agrilife
Email: Bkellner@ag.tamu.edu
IP Address: 128.194.238.192

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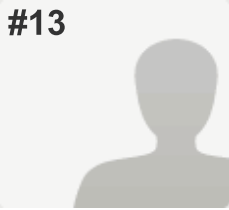|	
Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?	We gained moderate value
Q2: Would you like to see the Social Media Match program continue in FY17?	Yes
Q3: Based on your experience, how easy was the reporting process?	Moderately Easy to understand and execute
Q4: In what RFR month did you begin submitting your Social Media Match reports?	With April RFR
Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?	Excellent
Q6: Did you receive enough regularon-going support from TxDOT as needed?	Yes
Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?	Three hours
Q8: Do you have anysuggestions for improvement for the program?	No
Q9: Is there anything you would like to see added to, or deleted from, the program?	No
Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?	Sub-Grantee

#12

INCOMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, October 18, 2016 2:52:21 PM
Last Modified: Tuesday, October 18, 2016 2:52:21 PM
Time Spent: 00:00:00
First Name: Beth Wammack
Last Name: GDC
Email: BWammack@gdc-co.com
IP Address: 104.176.90.181

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Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?	Yes, we gained significant value
Q2: Would you like to see the Social Media Match program continue in FY17?	*Respondent skipped this question*
Q3: Based on your experience, how easy was the reporting process?	*Respondent skipped this question*
Q4: In what RFR month did you begin submitting your Social Media Match reports?	*Respondent skipped this question*
Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?	*Respondent skipped this question*
Q6: Did you receive enough regularon-going support from TxDOT as needed?	*Respondent skipped this question*
Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?	*Respondent skipped this question*
Q8: Do you have anysuggestions for improvement for the program?	*Respondent skipped this question*
Q9: Is there anything you would like to see added to, or deleted from, the program?	*Respondent skipped this question*
Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?	*Respondent skipped this question*

#13

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Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

Yes, we gained significant value

Q2: Would you like to see the Social Media Match program continue in FY17?

Yes

Q3: Based on your experience, how easy was the reporting process?

Somewhat Difficult to understand and execute ,

Other (please specify)
The training document needs to be updated. There were a lot of back and forth emails, which were hard to keep up with and refer back to. The process takes time to understand and learn. We suggest supplying a tracking template or best practice document to follow instead of relying on grantee to create something.

Q4: In what RFR month did you begin submitting your Social Media Match reports?

With April RFR

Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?

Good

Q6: Did you receive enough regularon-going support from TxDOT as needed?

Yes

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Eight hours or more (please use the "Other" field belowto indicate the approximate number of hours)
,
Other (please specify)
Time decreased as revisions were made and questions were answered. Beginning hours were 24+, current months are about 12 hours.

Q8: Do you have anysuggestions for improvement for the program?

Yes,

Please enter your suggestionsinto the"Comment Field" below
,
Other (please specify)
"Love" and any interaction on Facebook should be counted as a "Like".

Q9: **Is there anything you would like to see added to, or deleted from, the program?**

Yes,

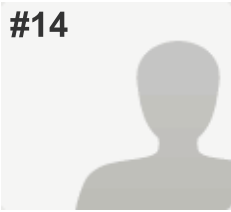Please enter your suggestions into the comment field below

,

Other (please specify)
Would love to see Instagram added!

Q10: **Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?**
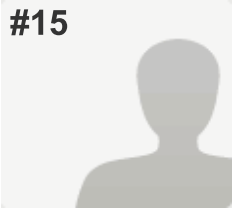
Sub-Grantee

#14

COMPLETE

Collector: Email Invitation 1 (Email)
Started: Tuesday, October 18, 2016 2:48:46 PM
Last Modified: Wednesday, October 19, 2016 10:54:56 AM
Time Spent: 20:06:09
First Name: Lindsay Robb
Last Name: Texans Standing Tall
Email: Lrobb@TexansStandingTall.org

IP Address: 66.69.215.179

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Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

We gained moderate value

Q2: Would you like to see the Social Media Match program continue in FY17?

Yes

Q3: Based on your experience, how easy was the reporting process?

Moderately Easy to understand and execute

Q4: In what RFR month did you begin submitting your Social Media Match reports?

With August RFR

Q5: How helpful was the training you received from TxDOT at the beginning of the program?

Good

Q6: Did you receive enough regular on-going support from TxDOT as needed?

Yes

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Two hours or less

Q8: Do you have any suggestions for improvement for the program?

Yes,

Other (please specify)
Clarify the language in the instructions a little better. There was a little confusion about "Twitter comments" when comments aren't a thing on Twitter. It's posts, mentions, retweets and quote tweets that create a Twitter conversation.

Q9: Is there anything you would like to see added to, or deleted from, the program?

Yes,

Other (please specify)
We think reactions need to be included in the calculation of social media match, at $0.10 (cents) more than likes are. They require a little more effort to do and we are able to get a read into how people feel about the content we post. We also think mentions should be included. When an organization, coalition or a person mentions/tags us in something directly related to one of our programs, it is because of work we did with them and that should be included.

Q10: **Are you a Media Vendor or a Sub-Grantee (General**   Sub-Grantee
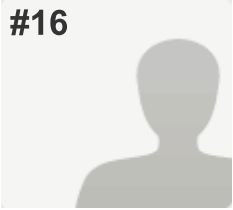**Traffic Safety Grant Holder)?**

#15

Collector: Email Invitation 1 (Email)
Started: Wednesday, October 19, 2016 2:36:50 PM
Last Modified: Wednesday, October 19, 2016 2:36:50 PM
Time Spent: 00:00:00
First Name: Dannell Thomas
Last Name: ESC6
Email: DThomas@esc6.net

IP Address: 208.91.96.1

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Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?	Yes, we gained significant value
Q2: Would you like to see the Social Media Match program continue in FY17?	*Respondent skipped this question*
Q3: Based on your experience, how easy was the reporting process?	*Respondent skipped this question*
Q4: In what RFR month did you begin submitting your Social Media Match reports?	*Respondent skipped this question*
Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?	*Respondent skipped this question*
Q6: Did you receive enough regularon-going support from TxDOT as needed?	*Respondent skipped this question*
Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?	*Respondent skipped this question*
Q8: Do you have anysuggestions for improvement for the program?	*Respondent skipped this question*
Q9: Is there anything you would like to see added to, or deleted from, the program?	*Respondent skipped this question*
Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?	*Respondent skipped this question*

#16

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Q1: Did your organization gain value from participating in the Social Media Match FY16 trial program?

We gained only minimal value

Q2: Would you like to see the Social Media Match program continue in FY17?

Unsure (please use the "Other" field below to elaborate)

Q3: Based on your experience, how easy was the reporting process?

Moderately Easy to understand and execute

Q4: In what RFR month did you begin submitting your Social Media Match reports?

With August RFR

Q5: How helpful was thetraining you received from TxDOT at the beginning of the program?

Good

Q6: Did you receive enough regularon-going support from TxDOT as needed?

Yes

Q7: Using an average, approximately how much time did you spend preparing each of your monthly Social Media Match reports?

Four hours, Five hours

Q8: Do you have anysuggestions for improvement for the program?

No

Q9: Is there anything you would like to see added to, or deleted from, the program?

No

Q10: Are you a Media Vendor or a Sub-Grantee (General Traffic Safety Grant Holder)?

Sub-Grantee

Participant Survey Comments:

Do you have any suggestions for improvement?

- Please have a webinar for training for everyone who will be using. A "cheat sheet" of clear instructions/values that we can refer to would be very helpful. I think in this first pilot we are all plodding our way through it. If funds are available or are allowed grant expenses for training (from Social Media experts), I'd like that to be made clear in the FY18 proposal process.

- Value should be placed on the use of emojies when responding to a post. Emojis require my thought than simply liking a post. We lost out on a good amount of potential match because these were not given any value or included in the trial.

- when someone "loves" an item, it should get more or at least an equal value to a "like"; please include clear, written directions

- It would be great to have examples of simple ways to generate each report.

- we had many updates as instructions were not always clear, the corrections took quite a bit of extra time

Is there anything you would like to see added or deleted?

- We'd like to see the addition of Instagram as a social media outlet to track for value.

- Twitter mentions

- Add Facebook reactions instead of just "likes". Add Instagram to program.

- Value should be placed on the use of emojies when responding to a post. Emojis require my thought than simply liking a post. We lost out on a good amount of potential match because these were not given any value or included in the trial.

- clear, written, unchanging directions on what is allowed.

- The difference between paid and organic results is confusing after we pay to promote certain content. Some results happen as a result of the paid, and some results happen from organic sharing. How to track those separately is difficult.