**Reporting template for decentralised social media**

Dear Rapporteur,

This template is aimed to collect the data that you have been monitoring for your activities of the European Year for Development (EYD 2015). The template contains the following elements:

* Introduction
* Guidelines
* A space for a description of the activity
* The various indicators to be reported on as well as space to report on these
* The definitions of the indicators

This independent evaluation is carried out by Deloitte & Coffey for the European Commission, Directorate-General for International Cooperation and Development (DG DEVCO), who is responsible for the European Year for Development.

## Introduction

The evaluation of the European Year for Development is very important for the European Commission and is highly relevant for the EU as a whole. Three main reasons for this: first, because it serves to improve the current Year, during the implementation and at the end of the Year to draw lessons learnt for future European Years. In addition to these, it also helps to draw some lessons learnt on communicating on development.

As every year is a new European Year covering a specific topic, it is important to understand how to maximise the impact of these. Furthermore, in the specific context of the Year for Development, it is also important for both the European Commission and other stakeholders to gather data about the activities and their results so that the evaluation can be carried out.

For this reason, we ask you to please fill out this template, following the guidelines and report back to your contact person.

## Guidelines

This section provides guidelines on the reporting, including the following elements:

* General advice on monitoring
* How to use the template
  + General instructions
  + Naming of files
  + How to report (numbers to use, adding additional information, etc.)
  + When to report (reporting interval)
  + To whom to report
* Contact for support

#### General advice on monitoring

This reporting template is to be used to report on social media activities other than participation in the co-curation of EYD 2015 accounts managed by the European Commission. Please use it for e.g. national, regional or local social media accounts of your countries dedicated to development cooperation / aid or social media accounts of organisations active in several countries.

In order to provide the data needed for the evaluation, we ask that you respect the reporting intervals and as best as possible follow the following principles:

* Please setup your monitoring plan from the outset; as you are receiving the templates at the in March, you are kindly requested to include to the extent possible the data for the activities in January and February as well.
* Please be as objective as possible when reporting;
* Please try to be as consistent as possible when reporting;
* To the extent possible, please provide both quantitative and qualitative reporting;
* If you are doing interviews, surveys or polls, please consider ensuring a balanced sampling of stakeholders to include.

Finally, if you have other monitoring foreseen, please also share any data you may be able to share as well as any resulting evaluation reports of your own, this will be very useful for this evaluation of the European Year for Development.

#### How to use the template

The template consists of three main elements in addition to the introduction and these guidelines:

* **Reporting details** – this is aimed at providing the Commission and the evaluation team with a clear overview of what the reporting template relates to (the country, type of activity, contact details, etc.). This is important for the Commission and the evaluation team because of the large amount of templates that will be collected and the need to be able to easily aggregate the information from related templates.
* **Reporting** – this is the section that should be filled in with the data that you have collected for reporting purposes.
* **Definition of indicators** – this section contains the definition or explanation of the indicators that you are requested to report on.

##### Naming of files

Due to the large amount of reporting templates that the Commission and the evaluation team will be receiving, we ask you to follow this strict naming policy to facilitate the organisation of the submitted reporting templates:

Please name the file as follows:

“EYD2015 – Decentralised social media – [country code] – [level of reporting] – [month of reporting MM]”

Country code is the two-letter code for your country e.g. DK for Denmark or IT for Italy. If your activity is supra-national, please use “EU” for EU activities instead of the country code, if it is international, please use “II”.

The level of reporting relates to who you are the following options are available:

|  |  |  |
| --- | --- | --- |
| Abbreviation | Level | Description |
| NC | Member State national coordinator | You are a part of the central team at Member State level meaning the national coordinator |
| SubNC | Organisation/responsible with granted or delegated responsibility from the Member State national coordinator | You are the representative of either a grantee or a delegated responsible not part of the Member State national coordinator |
| CC | Concord | You are a direct representative of Concord, reporting on behalf of concord |
| SubCC | Grantee of Concord | You are the representative of a grantee of Concord having received funding from Concord for your activity |
| IO | International Organisation | You are the representative of an international organisation that is branding or co-branding your activity with EYD 2015 |
| EUi | EU institution | You are the representative of an EU institution or Agency (other than the European Commission) |
| EC | European Commission | You are the representative of a European Commission DG (other than DG DEVCO) |
| DEVCO | DG DEVCO | You are a representative of DG DEVCO |
| OS | Other stakeholder | You are the representative of another stakeholder group |

So an example of the file name could be:

“EYD2015 – Decentralised social media – BE – SubNC – 08”

Please also use this name as the subject of the email you are sending with the reporting template.

##### How to report

The reporting templates include examples of how to report on the individual indicators, however, to further facilitate the best possible evaluation results as well as facilitate aggregation of data, we ask you the following:

* **When using numbers**:
  + Please use a dot “.” as decimal separator so one and a half should be “1.5” not ~~1,5~~
  + Please do not use separators ~~100,000~~, please just write the number without using spaces or commas “100000”.
* **Providing additional reporting**:
  + The Commission and evaluation team is eager to receive any additional reporting on any additional data you may collect for your activity/activities. This can be any type of reporting that you may have from surveys to evaluations. If you wish, you can add your indicators at the end of the reporting template or in separate documents. When providing such additional reporting, we ask you to attach it to the email that you use for reporting.
  + Providing additional documentation about the activities ranging from screen-dumps and reports to press clippings or examples of promotional prints and flyers, etc. is also more than welcome.
  + Satisfaction surveys are highly recommended, an example has been provided. Should you be carrying out your own survey, then we are eager to get the data and findings from these. However, when possible using the approach in the provided example of a satisfaction survey is beneficial to the evaluation as it makes the data comparable and aggregatable.

Should you have any questions, please do not hesitate to contact the European Commission or the evaluation team.

##### When to report

Regular reporting is very important for the Commission and the evaluation team. The general rule that we ask you to follow is to provide monthly reporting. We suggest that you report for each calendar month within the first week following the month, i.e. reporting for May should be sent at the end of the first week of June.

##### To whom to report

We ask you to provide your reporting by email to the Commission and the evaluation team through the means of the functional email address [BEEYD2015@deloitte.com](mailto:BEEYD2015@deloitte.com).

We ask you kindly to put in the subject, the name of the reporting following the approach laid out under naming of files.

“EYD2015 – Decentralised social media – [country code] – [level of reporting] – [month of reporting MM]”

So an example could be:

“EYD2015 – Decentralised social media – BE – SubNC – 08”

#### Contact for support

If you have questions, please do not hesitate to contact us.

If you have questions relating to the implementation of the year please contact your National Coordinator, Concord or the European Commission ([EuropeAid-EYD@ec.europa.eu](mailto:EuropeAid-EYD@ec.europa.eu)).

If you have questions regarding reporting, please contact the evaluation team through the functional email ([BEEYD2015@deloitte.com](mailto:BEEYD2015@deloitte.com)). Please start the subject by “Support”, for example: “Support – help understanding the event reporting template”, this will help us distinguish your request for support from the reporting template, thus enabling us to respond more rapidly.

## Reporting details

We ask you below, to provide your contact details and information. This will not be shared with the wider public, but will be used by the European Commission and/or the evaluation team in case there is a need for clarification or further information.

|  |  |  |  |
| --- | --- | --- | --- |
| **Rapporteur** | | | |
| **General Contact Information** | | | |
| **Rapporteur:** | [First Name and Last Name] | **Date:** | [dd.mm.yyyy] |
| **Salutation:** | Prof /  Dr /  Ms /  Mr | **Country:** |  |
| **Organisation:** |  | **Department:** |  |
| **Phone number:** | [e.g +32…] | **Other:** |  |
| **email:** |  | | |
| **For whom are you reporting (and at what level):** | ***Category*:** [Member State, sub-Member State level, EU institution, international organisation, Concord, EC, DG DEVCO, other stakeholder]  ***Name of Member State/Organisation*:** [name]  ***Has your Member State/Organisation received funding from the Commission?:***[yes/no] | | |

Both the European Commission, Directorate-General for International Cooperation and Development as well as the Deloitte & Coffey evaluation team thank you very much for your valuable contribution to the European Year for Development and for helping to monitor and report back on activities linked to it, so the evaluation can be of the highest possible quality.

## Reporting

The following templates are available:

* Twitter
* Facebook
* Customisable template

Please note that for Facebook and Twitter, the (basic/non-advanced ones0 are ones that can be measured for free through the tool/provider itself or simple free tools/services.

#### Twitter:

|  |  |  |
| --- | --- | --- |
| **[Twitter account name]** | |  |
| **Ref.** | **Indicator** | **Answer** |
|  | **When was the account established:** | **[**[date] |
|  | **Who uses the account?** | [list of users] |
|  | **Is the account a dedicated account, if not, then please provide a measure of how visible was EYD 2015 was from the account?** | [Yes/No] – If no, then please describe how visible the EYD 2015 was in the activities of the account |
|  | **Purpose of the account:** | [A description of what you are trying to achieve with the account, what the objectives are – rough guide: 100-300 words – can of course be more if needed] |
|  | **Promotion of the EYD 2015 :** | Please tick the box(es) for the EYD 2015 activities that were promoted – multiple answers allowed  **No EYD 2015 activities were promoted**  **EU EYD 2015 website/online activities**  **EU EYD 2015 social media activities**  **EU EYD 2015 Press activities**  **EU EYD 2015 Campaign materials**  **Other EYD 2015 activities in your Member State**  **Other EYD 2015 activities at EU level**  **Other EYD 2015 activities at in other Member States**  **Other development cooperation activities in your Member State** |
|  | **Strategic objective of the account:** | Please tick the box for which of the following describe the aim of the account (you can select as many as you think are needed):  **To inform Union citizens about the Union's and the Member States' development cooperation, highlighting the results that the Union, acting together with the Member States, has achieved as a global actor and that it will continue to do so in line with the latest discussions on the overarching post-2015 framework;**  **To foster direct involvement, critical thinking and active interest of Union citizens and stakeholders in development cooperation including in policy formulation and implementation.**  **To raise awareness of the benefits of the Union's development cooperation not only for beneficiaries of the Union's development assistance but also for Union citizens and to achieve a broader understanding of policy coherence for development, as well as to foster among citizens in Europe and developing countries a sense of joint responsibility, solidarity and opportunity in a changing and increasingly interdependent world.**  **Other/None of the above [feel free to provide a description of the strategic objective]** |
|  | **Relevant themes:** | Please tick the box(es) for the main theme(s) of the account – multiple answers allowed  **National development cooperation**  **EU development cooperation**  **Other development cooperation**  **Europe in the world**  **Education**  **Women and girls**  **Health**  **Peace and security**  **Sustainable Growth, Decent Jobs and Businesses**  **Children and youth**  **Humanitarian aid**  **Demography and Migration**  **Food Security**  **Sustainable Development**  **Human Rights**  **Other (please specify)** |
|  | **Targeted audience:** | Please tick the box(es) for the main target audience(s) of the twitter activities – multiple answers allowed  **No specific target audience**  **Information multipliers (press, media, etc.)**  **Youth (15-24)**  **Senior citizens**  **Development cooperation professionals**  **Civil society organisation professionals**  **International organisation (UN, OECD, etc.)**  **Academia**  **Think Tanks**  **Private sector**  **Other (please specify)** |
|  | **Number of tweets:** |  |
|  | **Number of tweets targeting youth:** |  |
|  | **Number of followers:** |  |
|  | **Number of uses of the hashtag (#EYD2015):** |  |
|  | **Number of retweets:** |  |
|  | **Budget:** | [Please provide the budget that was used in euro – e.g. 12000) |
|  | **Use of EYD 2015 branding:** | [the EYD 2015 logo and/or other branding was used]  [Yes/No] |
|  | **Use of EYD 2015 toolbox:** | [EYD 2015 toolbox tools were used]  [Yes/No]  Details:  [Please specify which of the following materials made available, you have used and when relevant]  **1. Campaign Information and Material**  PowerPoint Presentation on the EYD2015 campaign  EYD2015 Fact Sheet  EYD2015 Political Messages & Thematic Months  EYD2015 Storytelling Guidelines  Leaflet on the Capacity4dev.eu EYD2015 Stakeholders group  **2. Background Documentation on EU Development Cooperation**  2014 Annual Report on the European Union’s development and external assistance policies and their implementation in 2013  The "Fighting poverty in a changing world" brochure  **Material on EU development cooperation results:**  Brochure on the EU's contribution towards the Millenium Development Goals,  PowerPoint presentation on Communicating Results for Development  One page chart with statistics on the EU contribution to the Millennium Development Goals, presenting key results from European Commission programmes 2004-2012  **3. Visual Identity**  Guidelines for branding materials  Motto  Emblem (on 1 line with or without url, and on 3 lines)  **4. Social Media**  Social Media Guidelines for the EYD2015  Co-curation guidelines  Social Media Posting – One Pager to Distribute to Partners  Top Tips for Facebook  Top Tips for Twitter  **5. Web: Guidelines on EYD Website co-curation**  Guidelines on contributing to the EYD Website  **6. Ready-made electronic materials**  Ready-made electronic banner (if so 300x250 px or 728x90 px)  Printable roll-up banner (if so, in what quantities and languages)  Poster photo  **7. Other elements:**  Educational toolkit  Educational materials  Monthly infographics  Photo bank  Electronic newsletter  Stories of the week  Campaign video trailer  Giveaways (if so, which and in what quantities and languages)  Radio spots  PowerPoint template |
|  | **Overall information take-up and assessment of satisfaction on the content by the people who viewed it (e.g. via a survey – see example)** | [Please provide this in whatever format you can] |
| **ADVANCED REPORTING IF POSSIBLE** | | You may have your own specific objective for the event. Please provide us with any relevant information |
|  | **Number of clicks on an url in the tweet[[1]](#footnote-1):** |  |
|  | **Demographics:** | [Please provide this in whatever format you can] |
|  | **Top Influencers (individuals / organisations that tweet the most):** | [Please provide this in whatever format you can] |
|  | **The authority of (a) follower(s) (the reach of followers):** | [Please provide this in whatever format you can] |
|  | **Share of voice relative to those with similar objectives (or offering an opposing view):** | [Please provide this in whatever format you can] |
|  | **A community-building strategy across websites and social media:** | [Please provide this in whatever format you can] |
|  | **An exit strategy to keep the audience captive after the end of the year:** | [Please provide this in whatever format you can] |

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| --- | --- | --- |
|  | **Comments/best practices** | Additional comments or sharing of best practices |

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|  | **Policy initiatives/content** | Any information on suggested policy initiatives or content |

#### Facebook:

|  |  |  |
| --- | --- | --- |
| **[Facebook page name]** | |  |
| **Ref.** | **Indicator** | **Answer** |
|  | **When was the page established:** | **[**[date] |
|  | **Who uses the page?** | [list of users] |
|  | **Is the page a dedicated page, if not, then please provide a measure of how visible was EYD 2015 was on the page?** | [Yes/No] – If no, then please describe how visible the EYD 2015 was in the activities of the page |
|  | **Purpose of the page:** | [A description of what you are trying to achieve with the page, what the objectives are – rough guide: 100-300 words – can of course be more if needed] |
|  | **Promotion of EYD 2015 :** | Please tick the box(es) for EYD 2015 activities that were promoted – multiple answers allowed  **No EYD 2015 activities were promoted**  **EU EYD 2015 website/online activities**  **EU EYD 2015 social media activities**  **EU EYD 2015 Press activities**  **EU EYD 2015 Campaign materials**  **Other EYD 2015 activities in your Member State**  **Other EYD 2015 activities at EU level**  **Other EYD 2015 activities at in other Member States**  **Other development cooperation activities in your Member State** |
|  | **Strategic objective of the page:** | Please tick the box for which of the following describe the aim of the page (you can select as many as you think are needed):  **To highlight the Union's and the Member States' development cooperation, including the results that the Union, acting together with the Member States, has achieved as a global actor and that it will continue to do so in line with the latest discussions on the overarching post-2015 framework**  **To highlight the need for direct involvement (or provide the opportunity for), critical thinking and active interest in development cooperation, including in policy formulation and implementation and this more than in the past.**  **To highlight benefits of the Union's development cooperation both for beneficiaries and Union citizens, and this more than in the past.**  **Other/None of the above [feel free to provide a description of the strategic objective]** |
|  | **Relevant themes:** | Please tick the box(es) for the main theme(s) of the page – multiple answers allowed  **National development cooperation**  **EU development cooperation**  **Other development cooperation**  **Europe in the world**  **Education**  **Women and girls**  **Health**  **Peace and security**  **Sustainable Growth, Decent Jobs and Businesses**  **Children and youth**  **Humanitarian aid**  **Demography and Migration**  **Food Security**  **Sustainable Development**  **Human Rights** |
|  | **Targeted audience :** | Please tick the box(es) for the main target audience(s) of the facebook activities – multiple answers allowed  **No specific target audience**  **Information multipliers (press, media, etc.)**  **Youth (15-24)**  **Senior citizens**  **Development cooperation professionals**  **Civil society organisation professionals**  **International organisation (UN, OECD, etc.)**  **Academia**  **Think Tanks**  **Private sector**  **Other (please specify)** |
|  | **Number of people a post reached (i.e. it appeared in their News Feed):** |  |
|  | **Number of people who liked, commented on, shared or clicked on the post:** |  |
|  | **Number of (e.g. Facebook) posts targeting youth:** |  |
|  | **Number of posts referring to the website:** | [Nr of posts referring to the main EYD 2015 website:  Nr of posts referring to you own (national) website: ] |
|  | **External sources referring users to the page:** |  |
|  | **Budget:** | [Please provide the budget that was used in euro – e.g. 12000) |
|  | **Use of EYD 2015 branding:** | [the EYD 2015 logo and/or other branding was used]  [Yes/No] |
|  | **Use of EYD 2015 toolbox:** | [EYD 2015 toolbox tools were used]  [Yes/No]  Details:  [Please specify which of the following materials made available, you have used and when relevant]  **1. Campaign Information and Material**  PowerPoint Presentation on the EYD2015 campaign  EYD2015 Fact Sheet  EYD2015 Political Messages  EYD 2015Thematic Months Fact sheets  EYD2015 Storytelling Guidelines  Leaflet on the Capacity4dev.eu EYD2015 Stakeholders group  **2. Background Documentation on EU Development Cooperation**  2014 Annual Report on the European Union’s development and external assistance policies and their implementation in 2013  The "Fighting poverty in a changing world" brochure  **Material on EU development cooperation results:**  Brochure on the EU's contribution towards the Millenium Development Goals,  PowerPoint presentation on Communicating Results for Development  One page chart with statistics on the EU contribution to the Millennium Development Goals, presenting key results from European Commission programmes 2004-2012  **3. Visual Identity**  Guidelines for branding materials  Motto  Emblem  **4. Social Media**  Social Media Guidelines for the EYD2015  Co-curation guidelines  Social Media Posting – One Pager to Distribute to Partners  Top Tips for Facebook  Top Tips for Twitter  **5. Web: Guidelines on EYD Website co-curation**  Guidelines on contributing to the EYD Website  **6. Ready-made electronic banner and printable roll-up banner**  Ready-made electronic banner  Printable roll-up banner  **7. Other elements:**  Educational toolkit  Educational materials  Monthly infographics  Photo bank  Electronic newsletter  Stories of the week |
| **ADVANCED REPORTING IF POSSIBLE** | |  |
|  | **Age and gender of people who visited the page[[2]](#footnote-2):** |  |
|  | **Geographic location of people visiting the page:** |  |
|  | **Top influencers (individuals / organisations that post the most):** | [Please provide this in whatever format you can] |
|  | **Share of voice relative to those with similar objectives (or offering an opposing view):** | [Please provide this in whatever format you can] |
|  | **Overall information take-up and assessment of satisfaction on the content by the people who viewed it (e.g. via a survey – see example)** | [Please provide this in whatever format you can] |
|  | **A community-building strategy across websites and social media:** | [Please provide this in whatever format you can] |
|  | **An exit strategy to keep the audience captive after the end of the year:** | [Please provide this in whatever format you can] |

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|  | **Policy initiatives/content** | Any information on suggested policy initiatives or content |

#### Customisable template:

|  |  |  |  |
| --- | --- | --- | --- |
| **[Name of tool and name of page/item]** | | |  |
| **Ref.** | **Indicator** | | **Answer** |
|  | **What is the tool?** | | **[**[URL and description] |
|  | **Who uses the tool?** | | [list of users] |
|  | **Purpose of the tool:** | | [A description of what you are trying to achieve with the page, what the objectives are – rough guide: 100-300 words – can of course be more if needed] |
| **GENERAL REPORTING** | | |  |
|  | **Promotion of EYD 2015 :** | Please tick the box(es) for EYD 2015 activities that were promoted – multiple answers allowed  **No EYD 2015 activities were promoted**  **EU EYD 2015 website/online activities**  **EU EYD 2015 social media activities**  **EU EYD 2015 Press activities**  **EU EYD 2015 Campaign materials**  **Other EYD 2015 activities in your Member State**  **Other EYD 2015 activities at EU level**  **Other EYD 2015 activities at in other Member States**  **Other development cooperation activities in your Member State** | |
|  | **Strategic objective of the tool:** | Please tick the box for which of the following describe the aim of the tool (you can select as many as you think are needed):  **To highlight the Union's and the Member States' development cooperation, including the results that the Union, acting together with the Member States, has achieved as a global actor and that it will continue to do so in line with the latest discussions on the overarching post-2015 framework**  **To highlight the need for direct involvement (or provide the opportunity for), critical thinking and active interest in development cooperation, including in policy formulation and implementation and this more than in the past.**  **To highlight benefits of the Union's development cooperation both for beneficiaries and Union citizens, and this more than in the past.**  **Other/None of the above [feel free to provide a description of the strategic objective]** | |
|  | **Relevant themes:** | Please tick the box(es) for the main theme(s) of the tool – multiple answers allowed  **National development cooperation**  **EU development cooperation**  **Other development cooperation**  **Europe in the world**  **Education**  **Women and girls**  **Health**  **Peace and security**  **Sustainable Growth, Decent Jobs and Businesses**  **Children and youth**  **Humanitarian aid**  **Demography and Migration**  **Food Security**  **Sustainable Development**  **Human Rights** | |
|  | **Targeted audience:** | Please tick the box(es) for the main target audience(s) of the social media activities – multiple answers allowed  **No specific target audience**  **Information multipliers (press, media, etc.)**  **Youth (15-24)**  **Senior citizens**  **Development cooperation professionals**  **Civil society organisation professionals**  **International organisation (UN, OECD, etc.)**  **Academia**  **Think Tanks**  **Private sector**  **Other (please specify)** | |
|  | **Basic indicator 1 (when possible please use ones that are comparable with the other Social Media tools):** | |  |
|  | **Basic indicator 2 (when possible please use ones that are comparable with the other Social Media tools):** | |  |
|  | **…**  [Please add any other indicators if needed] | | [Please add any other indicators if needed] |

|  |  |  |
| --- | --- | --- |
|  | **Policy initiatives/content** | Any information on suggested policy initiatives or content |

1. This isavailable if an identifying ‘card’ is attached to the account – a standard and straightforward process. [↑](#footnote-ref-1)
2. To be treated with caution as not all users provide this basic data. [↑](#footnote-ref-2)