Integrating Social Media Data in M&E Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s digitally connected world, social media has become a powerful tool for monitoring and evaluating (M&E) programs, campaigns, and interventions. Integrating Social Media Data in M&E Training Course equips participants with practical skills to harness social media data for real-time insights, performance tracking, and evidence-based decision-making. Learners will explore how platforms like Twitter, Facebook, Instagram, LinkedIn, and TikTok can provide rich datasets to measure engagement, sentiment, reach, and program impact. By integrating social media analytics into M&E frameworks, organizations can improve responsiveness, optimize interventions, and drive impactful outcomes.

This course blends theory, hands-on practice, and case-based learning to ensure participants gain actionable skills. Participants will learn to collect, analyze, visualize, and report social media metrics while ensuring data privacy, ethics, and integrity. The training emphasizes trending analytical tools, social listening techniques, AI-driven insights, and predictive analytics to inform strategic decisions. By the end of the course, learners will confidently integrate social media data into M&E systems, supporting adaptive management, accountability, and sustainable program improvements.

Programme Curriculum

Integrating Social Media Data in M&E Training Course

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Course Duration

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Course Objectives

1. Understand the role of social media in modern M&E practices.
2. Identify key social media platforms and data types relevant for M&E.
3. Apply social listening techniques to monitor program performance.
4. Conduct sentiment analysis for real-time community feedback.
5. Integrate social media metrics into M&E frameworks.
6. Use data visualization tools to create actionable dashboards.
7. Analyze engagement, reach, and influence metrics effectively.
8. Leverage AI and predictive analytics in social media M&E.
9. Develop strategies for adaptive program management using social media insights.
10. Ensure data ethics, privacy, and compliance in social media monitoring.
11. Measure social impact and behavior change through online interactions.
12. Apply case studies to assess social media-driven program outcomes.
13. Enhance reporting and storytelling using social media data insights.

Target Audience

1. M&E Specialists and Officers
2. Program Managers
3. Social Media Analysts
4. Digital Marketing Professionals in Development
5. Data Analysts and Data Scientists
6. Research Assistants and Policy Analysts
7. NGO and Nonprofit Staff
8. Government and Public Sector Monitoring Teams

Course Modules

Module 1: Introduction to Social Media in M&E

- Understanding social media trends and relevance
- Role of social media in program monitoring
- Key metrics for evaluation
- Case study: UNICEF’s use of Twitter for program feedback
- Identifying social media indicators

Module 2: Social Media Platforms Overview

- Overview of Facebook, Twitter, Instagram, LinkedIn, TikTok
- Differences in data types and analytics
- Audience behavior patterns
- Case study: Instagram campaigns for youth engagement
- Platform data mapping

Module 3: Data Collection Techniques

- APIs, scraping, and automated tools
- Manual vs. automated data collection
- Ethical considerations in data collection
- Case study: COVID-19 misinformation monitoring
- Collecting sample data from multiple platforms

Module 4: Social Listening for M&E

- Setting up keyword monitoring and alerts
- Hashtag tracking and sentiment tagging
- Tools: Hootsuite, Brandwatch, Sprout Social
- Case study: Monitoring public health campaigns in Kenya
- Designing a listening dashboard

Module 5: Sentiment Analysis

- Understanding sentiment metrics
- Natural Language Processing (NLP) basics
- Detecting positive, negative, and neutral feedback
- Case study: Tracking vaccine perceptions on social media
- Running sentiment analysis on sample posts

Module 6: Integrating Social Media into M&E Frameworks

- Linking social data to KPIs and outcomes
- Developing social media indicators
- Aligning social insights with program objectives
- Case study: Education program adaptation using social feedback
- Mapping indicators for a sample project

Module 7: Data Visualization Techniques

- Dashboards and infographics
- Power BI, Tableau, Google Data Studio
- Visual storytelling for impact communication
- Case study: Visualizing engagement metrics for donor reports
- Creating a mock dashboard

Module 8: Engagement and Reach Analysis

- Metrics: Likes, shares, comments, impressions
- Identifying influential users and communities

- Case study: Community mobilization via Facebook campaigns
- Calculating engagement and reach
- Interpreting results for program improvement

Module 9: Predictive Analytics for M&E

- Using AI to forecast trends
- Machine learning models for social impact assessment
- Case study: Predicting malaria outbreak response through social signals
- Building a basic predictive model
- Benefits and limitations

Module 10: Ethical and Legal Considerations

- Data privacy regulations
- Avoiding bias in social media data
- Responsible reporting and informed consent
- Case study: Ethical dilemmas in social media monitoring
- Ethical decision-making scenario

Module 11: Reporting and Storytelling

- Writing actionable insights
- Social media narrative for stakeholders
- Combining quantitative and qualitative data
- Case study: NGO campaign success story visualization
- Draft a social media impact report

Module 12: Crisis Monitoring and Risk Management

- Using social media for early warning signals
- Detecting misinformation and reputational risks
- Case study: Ebola response via Twitter and Facebook
- Crisis monitoring simulation
- Real-time alerts

Module 13: Behavior Change Tracking

- Measuring online indicators of behavioral outcomes
- Linking engagement to program goals
- Case study: Public health campaign impact evaluation
- Tracking behavior change metrics
- Interpreting online vs. offline impact

Module 14: Adaptive Program Management

- Using insights for program redesign
- Iterative evaluation using social data
- Case study: Adaptive education interventions
- Developing a feedback loop plan
- Presenting adaptive strategies

Module 15: Capstone Project and Case Integration

- Applying all modules to a real-world scenario
- Case Study: Social media M&E plan
- Presentation of findings and recommendations
- Instructor feedback and peer discussion
- Key takeaways and future applications

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com