

OUTPUTS

Indicator Phrasing

English: total number of social media outputs posted during the campaign

French: nombre total de publications sur les réseaux sociaux réalisées pendant la campagne

Spanish: número total de publicaciones en las redes sociales durante la campaña

Portuguese: número total de publicações nas redes sociais realizadas durante a campanha

Czech: celkový počet výstupů na sociálních sítích zveřejněných během kampaně

What is its purpose?

This indicator shows how much social media content, such as posts, tweets or visuals, was used throughout a campaign. While it shows how active the campaign was in offering new content, it says nothing about its quality or effectiveness.

How to Collect and Analyse the Required Data

To **determine the indicator's value**, count how many pieces of content were released as a part of a campaign on all the social media you used.

Disaggregate by

[Disaggregate](#) the data by social media and the type of content (text posts, images, videos, etc.).