



**CFAES**

**Assessing Impact and Engagement of Digital Learning**

 THE OHIO STATE UNIVERSITY  
COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

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Terminology



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Reach

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## Engagement

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## Impact

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### Facebook Insights

#### Post Reach

Number of people who had your posts enter their screen

#### Post Engagement

Number of times people liked, commented, shared, or clicked on posts



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### Twitter Analytics

**Impressions**  
Number of times people saw Tweet

**Engagements**  
Total interactions with Tweet

**Engagement Rates**  
Number of engagements divided by total Impressions



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### YouTube Analytics

**Watch Time**  
Number of minutes people spent watching

**Average View Duration**  
How long people viewed videos, on average

**Views**  
Total number of views (usually calculated as watching for at least 30 seconds)



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### MailChimp Reports

**Subscribers**  
Number of people on a list

**Opens**  
Number of individual email opens

**Clicks**  
Total number of links clicked in an email

**Social Performance**  
Shares to social platforms



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### Online Courses

Provide evaluation in  
course as well as follow-up  
emails



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### Zoom Webinars

Direct participants to  
evaluation when they leave  
webinar



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### Email Courses

Provide link to evaluation in  
last email



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### Social Media Campaign

Use unique hashtag to  
current content

Direct learners to formal  
content for more robust  
evaluation



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### What are People Saying?

Comments can include  
significant qualitative data



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Don't silo your content.

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### Strategize

Video => Subscribe, follow

Social media => Subscribe, register

Newsletter => Follow

F2F program => Subscribe, follow



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### What are Your Goals?

- Diversify
- Inform
- Market
- Engage and Educate



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**POST Method**

- People
- Objectives
- Strategy
- Technology

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High Touch

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High Tech

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