



Co-funded by
the European Union



DICE ACCELERATOR RESOURCES

PHASE NAME: Assessment

TOOL NAME: Impact of the project



DIGITAL COMMUNITY ENGAGEMENT ACCELERATOR FOR STUDENT LEARNING AND SOCIO-ECONOMIC IMPACT

Project N°: 2022-1-SK01-KA220-HED-000087668. Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Co-funded by
the European Union



“How can you measure the impact of the project in the community?”

Supervisors can evaluate student progress not only in terms of the development of shared and digitally based skills but also regarding their engagement and impact within the target communities, utilizing digitally supported methods extensively. Of course when working with close institutions students can collect direct feedback and testimonials with surveys and interviews. However, in the current context, many activities involve social media campaigns, which need specific impact indicators.

- Surveys and Interviews: Collect feedback from community members and stakeholders who were directly involved or impacted by the project. This feedback is used to assess the effectiveness and relevance of the students' work from a community perspective.
 - Digital helpful tools: online forms like [Google Forms](#), [SurveyMonkey](#), [Mentimeter](#)
- Impact Reports: Students compile reports on the community impact of their projects, including quantitative data (e.g., number of people reached and other social media indicators) and qualitative data (e.g., testimonials). This evaluates their ability to measure and report on the outcomes of their engagement efforts.
- Social Media Indicators: Some of the most common and meaningful [Key Performance Indicators \(KPIs\) for social media](#) activities or campaigns are the following:
 - Impressions: The number of times the contents have been displayed
 - Likes/Reactions: The number of likes or reactions (such as thumbs up, hearts) on posts.
 - Shares/Retweets: The number of times the content has been shared or retweeted, showing the spread of the project's message.
 - Click-Through Rate (CTR): The percentage of people who clicked on a link in the post out of the total who viewed the post. This helps measure the effectiveness of call-to-action (CTA) strategies.
 - Engagement: The ratio of total engagement (likes, comments, shares) to the total number of followers. This provides an understanding of how actively followers interact with the content.