

**FY17 Social Media Match Trial Program  
Questions and Answers**

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1. **QUESTION: Will Facebook video views qualify for match?**

**TXDOT RESPONSE:** Yes, if Facebook video views are the result of free or organic media, they will qualify for match. They will only count when at least 95% of the video was viewed by unique users. This number can be found by using the free Facebook analytic program called “Insights”. The “likes, comments, and shares” attached to the video will also qualify and will have the same value as the regular Facebook “likes, comments, and shares”.

2. **QUESTION: Will Facebook live events, webcast, and webinars qualify for match?**

**TXDOT RESPONSE:** Yes. But we will not require unique views to 95% on Facebook live events. They tend to be much longer than other videos posted and most viewers rarely watch the entire live event. Instead, for live events, we will use “lifetime total 30-sec views”. This number can also be found by using the free Facebook analytics program called “Insights”.

3. **QUESTION: Will Facebook events, webcasts, or webinars that become videos afterward qualify for match?**

**TXDOT RESPONSE:** Yes. However, Facebook does not separate the “live” views from the subsequent “video”—i.e. –views after the event is no longer live and becomes a recorded video. So they must be counted as a group. This information can also be found by using the free Facebook analytics program called “Insights”.

4. **QUESTION: Will the “likes, shares, or comments” responding to Facebook events, webcasts, or webinars that become videos afterward qualify for match?**

**TXDOT RESPONSE:** Yes. They will qualify at the same value as the likes, shares, and comments given to a normal post.

5. **QUESTION: Will both negative and positive comments qualify for match?**

**TXDOT RESPONSE:** Initial postings will qualify based on whether it is positive or negative. Only positive *initial* postings will qualify. We will not count negative initial postings trashing any of our programs or campaigns. However, all comments and postings that follow an initial (positive) post will qualify whether they are positive or negative because we view it as part of the conversation and citizen engagement in the issue.

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(positive) post will qualify whether they are positive or negative because we view it as part of the conversation and citizen engagement in the issue.

7. **QUESTION: Will it qualify if one sub-grantee posts about the program being conducted by another sub-grantee?**

**TXDOT RESPONSE:** If it is an exact re-post of the original sub-grantee post, then no, it will not qualify. In order to qualify, it must be a totally new, reworded, and re-designed post specifically about the grant program.

8. **QUESTION: Will corporations or organizations qualify in the “influencer” category, or only individuals?**

**TXDOT RESPONSE:** Yes, if the corporation or organization is not a sub-grantee partner and does not have a vested interest in the grant program or sub-grantee.

9. **QUESTION: Will general social media postings qualify for match if the sub-grantee’s social media account is targeted toward a national or multi-state target audience, and the original post does not mention Texas?**

**TXDOT RESPONSE:** No, unfortunately, they will not qualify. And none of the “likes, comments, or shares” associated with it will qualify either. Some sub-grantee organizations have national or regional offices. And their social media accounts/programs have a national and/or regional focus. On a social media account with a national or multi-state focus, only an initial post that is about a Texas event and mentions Texas (or a Texas location) will qualify. And if the post is about Texas and mentions Texas, all the “likes, comments, and shares” submitted in response to the post will qualify without requiring geo-targeting or geo-locking.

10. **QUESTION: Is geo-locking or geo-targeting required for the “likes, comments, and shares” attached to a post on our Facebook Page (in order to assure we include only those that come from Texas)?**

**TXDOT RESPONSE:** Geo-targeting or geo-locking will not be required for any of the “likes, follows, comments, or shares”. We understand social media exists on the “worldwide web”, and it’s hard & expensive to determine the geographic origin of a “like, comment, etc.”

We trust – for the purpose of this trial – that if a traffic safety program is about an event in Texas and mentions Texas –or –is posted by an organization who exists only in Texas (and whose social media followers are majority Texan) - -then most of these “likes, comments, etc.” will come from Texas. Nevertheless, we understand that there will probably be a few “likes, comments, etc.” that are not from Texas.

For example: a Facebook fan who lives in Texas might “share” a sub-grantee’s traffic safety Facebook post by “sharing it” with their daughter who lives in California in order to encourage her not to drink and drive. Then the daughter who lives in California “likes” the shared post and makes a “comment”. Due to privacy laws, there is no easy way to determine anything about the “daughter” in this case, such as her geographic location. It requires a lot

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of time and/or expensive software (a lot of money) – and sometimes even then it is not possible. We are assuming that most of the “likes, comments, and shares” submitted in response to the Texas post will be from Texans with only a few exceptions. This is not a problem as long as the major focus is on a Texas program. So, to summarize, all the “likes, comments, and shares, etc.” submitted in response to the Texas post will qualify without geo-targeting or geo-locking.

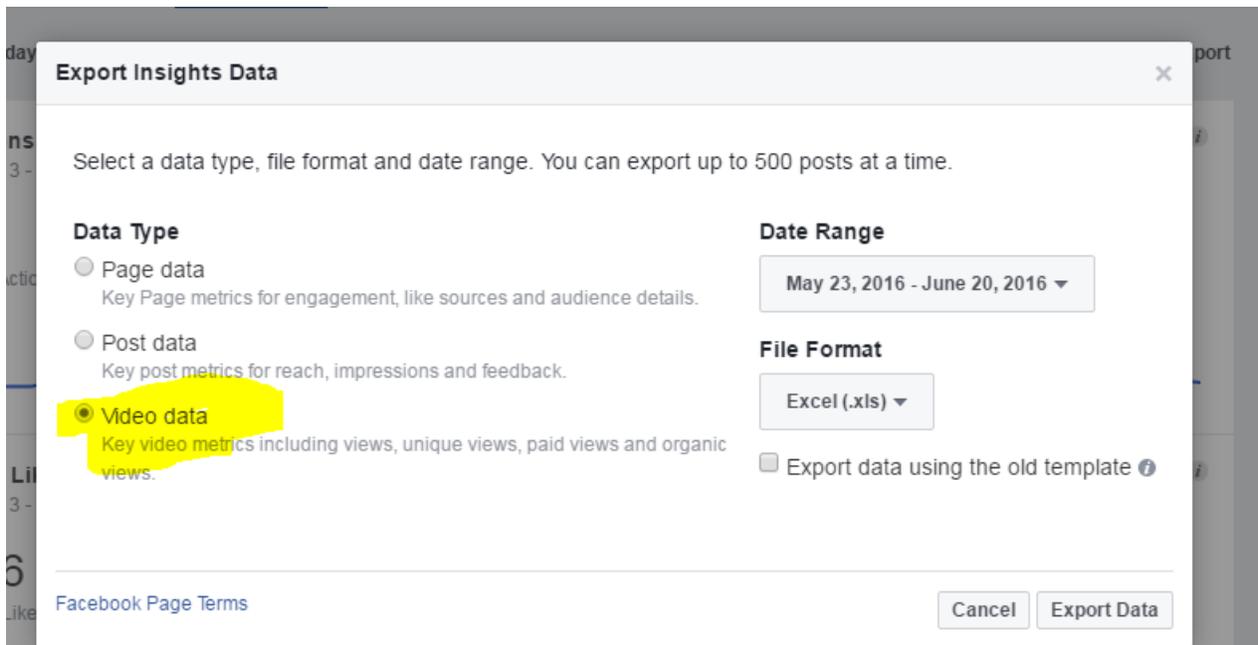
NOTE: Blogs must be in-state only in order to qualify, unless an exception is obtained from us here at TxDOT. The geo-location of Blog-writers and organizations can usually be determined easily.

11. **QUESTION: As employees of our organization, if we post about bike safety program on our *personal* Facebook/Twitter accounts, the original post counts and all likes, comments and shares thereafter count, correct?**

**TXDOT RESPONSE:** The original post does not qualify for match because it is considered “owned media”, but all the “likes, comments, and shares” attached to the original post qualify for match because they show community engagement.

12. **QUESTION: Facebook Videos - when looking at Facebook, the analytics show "average % completion" and "10 second views." How can we determine who watched the video 95%-100% of the time?**

**TXDOT RESPONSE:** You can export the data using “Facebook Insights” –a free tracking program provided by Facebook. Choose “Video Data” as Data Export Type, and “Excel” as File Format. If you get a follow-up screen, choose “Legacy layout”. When you receive the Excel file, the first tab at the bottom of the open file will be “Video Metrics Total vs. Unique”. On that page, there is a column heading named “Lifetime Unique Views to 95%” (usually Column Q or R). Those are the numbers that qualify for regular video views.



13. **QUESTION:** On screen captures, does the web address that appears at the top of the screen need to be a part of the screen capture, or can it be typed along with the other information? Can the screen capture be that of just the post with the other information typed?

TXDOT RESPONSE: If you are relying solely on the screen capture for documentation, then you will need to capture the web address that appears at the top of the screen.

14. **QUESTION:** Facebook shows "people reached." Do these qualify for any match?

TXDOT RESPONSE: No – it is not part of the match program.

15. **QUESTION:** In YouTube analytics for “views”, it shows the country of the person viewing the video. Most of the views are from the USA, but there are a few from other countries. Do YouTube views from other countries qualify?

TXDOT RESPONSE: Only the “views” that come from the USA will qualify. Or you may choose to select only those “views” of 95%. YouTube does not allow you to do both.

16. **QUESTION:** Will posts made by subcontractors and posted on their social media accounts –qualify for our match – if the posts are about our grant program?

TXDOT RESPONSE: Subcontractors are viewed as an extension of your sub-grantee organization. So posts about your grant program that appear on the subcontractor social media accounts are treated the same as we treat posts made by the sub-grantee. For a sub-grantee, the initial Tweet or Facebook post will not qualify for match because it is considered “owned media”, but all the “likes, shares, retweets, comments” that happen in response to the initial post will qualify for match.

NOTE: In this context, a *subcontractor* refers to someone or some organization that the sub-grantee organization “hires” or “pays” to carry out part of their program’s mission.

17. **QUESTION:** Arlington PD featured a video about our program on their YouTube channel. Does it qualify for match?

**TxDOT RESPONSE:** YouTube third party posts of this type have been added and qualify for match in FY17.

18. **QUESTION:** Regarding Twitter “follows”-- how are we counting those, as I can’t tell which posts generated the “follow”?

**TxDOT RESPONSE:** You can determine the exact post that generated each Twitter “follow”. In the Twitter analytic download, you can track a specific tweet (such as line #15) out to column R, and if it has a “follow” indicated in column R – then it qualifies. We are only using those “follows” that originate from a campaign or program post. In order to create a “follow” that originates from a post, the user must have the specific story (Tweet) open when they click “follow”.

19. **QUESTION:** At our bicycle safety events, we took a lot of pictures, and they are in event specific albums on our Facebook. Do the likes, comments, shares on the pictures count toward match? Some of the pictures in question are a part of a post made by us (sub-grantee) and posted on our Facebook page. Other pictures are a part of another post we made that includes a photo album.

**TxDOT RESPONSE:** Yes. Any likes, comments, or shares made to the pictures in the photo album qualify for match.

20. **QUESTION:** How do I capture all the downline activity of my initial post when the downline activity continues to occur- even three or more generations’ downline? Will I need to do screen captures to get it all?

**TxDOT RESPONSE:** All the organic downline activity (“likes, comments, shares, etc”) that happen in response to all “shared posts or re-posts” of your initial post will be counted by your social media account Analytics system when it gives you the results for your initial post. Screen captures in this case would be very labor-intensive and would be double-counting if you’re already using your Analytics. The Analytics program is provided by Facebook, Twitter, and YouTube, but you will need someone in your organization who has been designated by your IT group as the System Administrator, and who can operate the Analytics program. But you must use either the Analytics program or screen capture, but not both. The Analytics will capture more for less effort.

21. **QUESTION:** Will emojis count for match?

**TxDOT RESPONSE:** Yes, the emojis that are options for “like” qualify for match, and are given the same value as “like”.

**22. QUESTION: What about impressions and reach? Do any of those qualify for match?**

TxDOT RESPONSE: We will not include “impressions” or “reach” –these will not qualify or be part of our social media value match calculations.

**23. QUESTION: Could you look into being able to capture and count Tweets that mention our program?**

TxDOT RESPONSE: A Twitter “mention” will be considered as a third-party post or tweet, and it will qualify for match. Twitter mentions can be located and verified through screen captures or auxiliary software such as HootSuite. However, Twitter “replies” should not be included with “mentions” since these are already captured (and are the same thing) as Twitter “comments”. So a Twitter “mention” will be considered a third party post and it will qualify for match. A Twitter “reply” will not qualify.

A Twitter mention: To PUBLICLY address or mention someone, type @Username in the middle of your message. They’ll get notified that you mentioned them. It will also show up in your followers’ timelines.

A Twitter reply: To PRIVATELY reply to any Tweet. @Username is at the BEGINNING of the Tweet. The reply does not show up in the timeline.

**24. QUESTION: Facebook recently added a “love” button in addition to their “like”. Since it’s even better than a “like”, will the “love” designation qualify?**

TxDOT RESPONSE: Yes, it qualifies for match in the FY17 program. “Love” has the same value as “like”.

**25. QUESTION: We hosted a Bike Rodeo at Walmart Supercenter here in Huntsville. The Huntsville Walmart Facebook page advertised for the event all on their own (they did not replicate one of our agency posts). In the comments someone commented by tagging someone else. Does that comment count as match since by tagging someone that person is now aware of the program’s event?**

TxDOT RESPONSE: The post made by Walmart will count as a “Facebook post” and the comment/tag will count as a “comment”.

**26. QUESTION: If there is a “like” on a comment (not the original post), does the “like” qualify for match?**

TxDOT RESPONSE: Yes. All the “likes, comments, and shares” that are downstream from the initial post will qualify.

**27. QUESTION: Due to platforms’ algorithms, posts no longer show up in people’s feed in “real time.” Therefore, time/date a person pulls analytics matters. At what time/number of days after the initial post should we capture the analytics? I would recommend at least week later. Is there a deadline?**

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**TxDOT RESPONSE:** The number of days after the initial post that you capture analytics is up to you. I'm sure waiting a week or two later than the initial posting would allow time for more comments, likes, etc. If you pull the analytics too soon, it does not allow much time for people to respond. It's important if you pull the analytics twice, that you do not double count your findings.

**28. QUESTION: Could you clarify for me what types of original posts would count for match if posts on the sub-grantee Facebook pages do not?**

**TxDOT RESPONSE:** Here are some examples of original posts would count for match.

- Example #1: In some social media communities, fans (or followers) are allowed to make posts. This is not always the case. But if a fan (not someone at ESC) makes a post on your Facebook page, then the initial post would qualify as well as all the likes, shares, and comments that follow.
- Example #2: Sometimes another organization, individual, or State, County or City agency such as a Sheriff's Department, will support your work by posting an announcement on their Facebook page or Twitter account about the work you are doing. In that case, the initial post would qualify as well as all the likes, shares, and comments that follow.

**29. QUESTION: Is there a statute of limitations on counting "likes, shares, comments, etc.?"**

**TxDOT RESPONSE:** The only statute of limitations is the timeline of the grant year. For example, social media activity such as likes and comments can be one week after the initial post – and tallied again one month later if new likes/ comments/ shares have appeared – as long as you are not double-counting. So on the second time, you would only count those posts that have appeared since your last report.

**30. QUESTION: Screen captures - does the web address that appears at the top of the screen have to be a part of the screen capture, or can it be typed along with the other information?**

**TxDOT RESPONSE:** If you are relying solely on the screen capture for documentation, then we want you to capture the web address that appears at the top of the screen as part of the screen capture. If you have other support documentation such as Facebook Insights or other analytics, then it will not be required because it is reflected in the report provided by them.

**31. QUESTION: Can we count RT [retweets]/likes/comments from individuals who are sub-grantees in another TxDOT funded organization?**

**TxDOT RESPONSE:** If it is an exact re-post or share of the original sub-grantee post, then no, it will not qualify. In order to qualify, it must be a totally new, reworded, re-designed post specifically about the program.

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32. **QUESTION:** With regard to YouTube video views, do we need to specify 95% unique video views?

**TxDOT RESPONSE:** No – YouTube is different from Facebook with regard to video views. YouTube requires “click” to play and has their own formula to assure that all the video views counted in their analytics are viewed almost in their entirety with their definition of “unique viewer”.

33. **QUESTION:** I have a question about YouTube video views. We posted some videos in September and plan to report the September video views as social media match on the September RFR. How will we report new video views going forward (i.e. – if we get 1,000 more views in October, how do we show that those are new views)?

**TxDOT RESPONSE:** In the past few reporting periods, you used the screen capture method of reporting. If you plan to use screen capture in this YouTube reporting, you would need to do the following:

September – attach a YouTube screen capture showing the number of video views and the date you did the screen capture (you can notate the date by hand if necessary).

October – attach a YouTube screen capture of the same video showing the number of video views and the date you did the screen capture. In the margin subtract the views that were recorded in September from the views that are showing on the October screen capture to arrive at the balance which will qualify to be recorded for match on the October report. Also attach a copy of the September YouTube screen capture and write “reference only” at the top.

Some of the sub-grantees use Excel spreadsheets which can be downloaded from the YouTube tracking analytics program. If you decide to use that method of reporting, you can specify on the download request that you want only those “views” between the dates \_\_\_\_\_ and \_\_\_\_\_. So you can separate the months in that way.

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NOTE: The following information is only for organizations that incorporate paid postings on their social media pages.

**QUESTION:** On paid promotional posts, we can count as free media the portion of the views, shares, and comments that are classified by Facebook as coming from “organic reach”-- correct? So, in other words, even if we paid for people to see the post initially, if it continues to be shared above & beyond the paid period, this is considered “organic” sharing may be counted as free. Is that correct?

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TxDOT RESPONSE: Sometimes the paid media on social media can become as a mixture of paid and free social media. So how do we establish where “paid” ends and “free” (also called “organic”) begins?

- A. EXAMPLE #1 (Paid evolves into Free) : Yes - TxDOT has agreed that if a social media post which starts as a paid posting and evolves to include organic downline activity—everything classified as “organic” qualifies for free social media match.

Facebook Analytics gives a breakout of when the “paid” becomes “organic” by column heading. However, to date, Facebook is the only company that offers this service. Also, it is our understanding (unless FB reports have changed recently), we only have an easy way to get reports from the automated TxDOT "page post insight Facebook report" on organic vs. paid results when it comes to **video views**.

- B. EXAMPLE #2 (Free evolves into Paid): Sometimes a free social media post/video is very popular with the public on TxDOT’s Facebook site, so the agency or sub-grantee “boosts” the video by putting up some money to make it a “paid” social media -- thus giving it more exposure. When a posting starts out as social media/free and then is “boosted” and becomes paid social media – the free vs. paid should be separated and calculated separately.