

## Using Social Media for evaluation

The Action Plans suggest that churches will use Facebook to raise their profiles, and visitors may post reviews on Trip Advisor.

Facebook Insights (accessible by the Facebook administrators) gives charts to show number of Likes, how many people your posts reached, etc.

It is important to monitor Facebook posts and Trip Advisor reviews to see what people are saying and if any action needs to be taken as a result. However, only motivated people post on social media, and people often make posts to enhance their online profile, rather than expressing their real opinions. Most people who post on Trip Advisor post positive reviews; some post reviews if they have had a bad experience at a place, and most people (especially those who have had a middling experience) don't bother to post at all.

Therefore, it is not practicable to use Facebook, Twitter or Trip Advisor posts for sentiment analysis (overall positive or negative responses), because people who post are not a representative sample of all visitors. If 95% of Trip Advisor reviews are of 4 or 5 stars, that does not mean that 95% of all visitors had a 4 or 5 star experience; it could be that most had a 3 star experience, but did not bother to write a review.