

# HOW TO MONITOR A CAMPAIGN



**used by:  
(beekeepers, queen bees)**

# MONITORING A CAMPAIGN

When running a campaign it is important to monitor the progress of the campaign for several reasons:

## Time management

A campaign has a start and ending date. If you notice that the campaign is falling behind schedule and you're behind on the number of measurements that you need, you should discuss this with your worker bees to get back on track or ask for more help from [specify here, do you mean add more worker bees or get help from queen bees in other hives etc.

## Motivation

Workerbees typically will be motivated by hearing back on the progress made. This comes automatically from the SOCIO-BEE platform, but to hear from you counts double.

## Direction

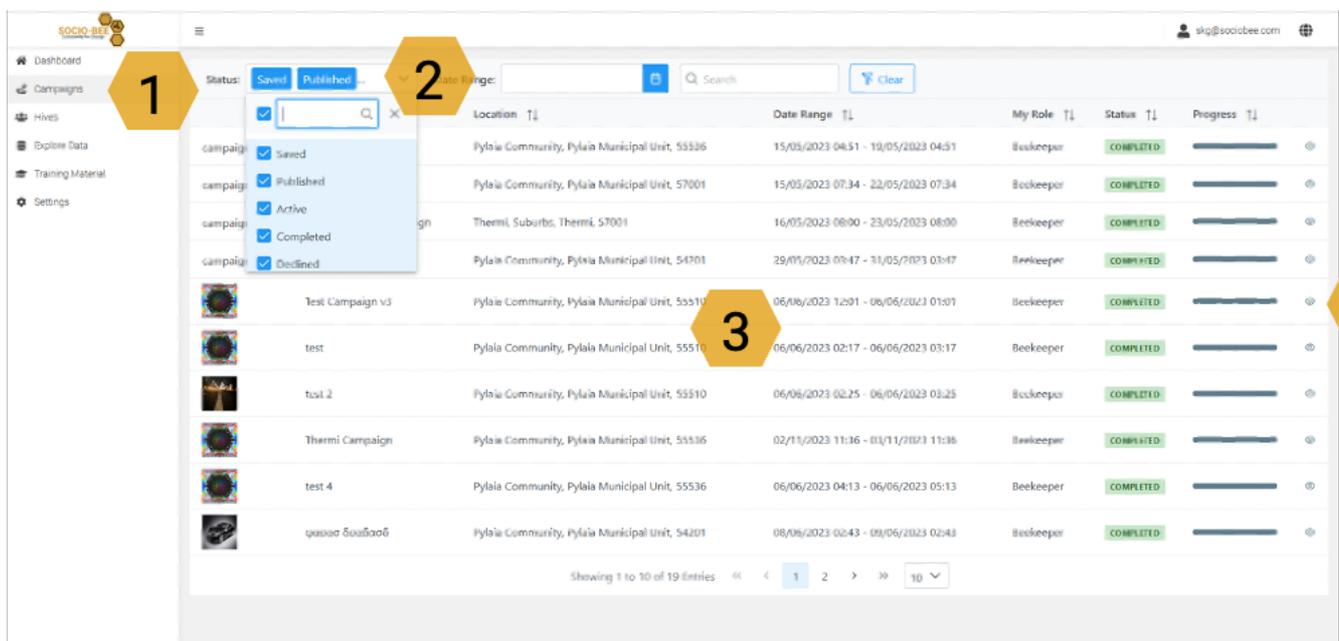
Keep track of the direction the campaign is heading. Sometimes, things don't go as planned, are we still on track?



# TOOLS FOR MONITORING WORKERBEE BEHAVIOUR

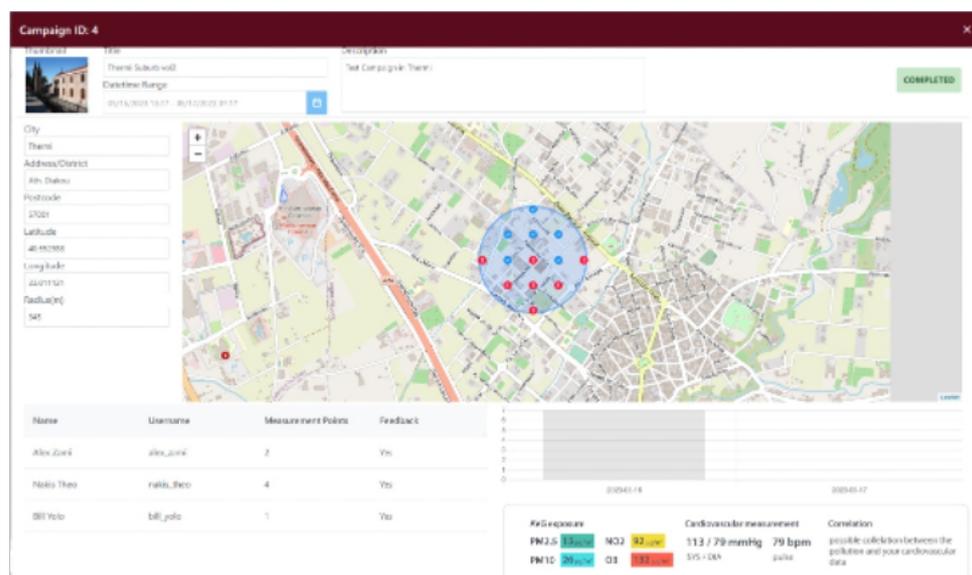
To monitor your campaign:

1. Go to the 'Campaigns' tab (left) in the main menu
2. Filter the campaigns by their current status or date.
3. Select your campaign from the list.
4. Click on the eye symbol (right) to view the campaign



The screenshot shows the 'Campaigns' tab in the SOCIO-BEE interface. Callout 1 points to the 'Campaigns' menu item on the left. Callout 2 points to the 'Status' filter dropdown menu. Callout 3 points to a campaign entry in the list. Callout 4 points to the eye icon on the right side of a campaign entry.

Location	Date Range	My Role	Status	Progress
Pylaia Community, Pylaia Municipal Unit, 55536	15/05/2023 04:51 - 19/05/2023 04:51	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 57001	15/05/2023 07:34 - 22/05/2023 07:34	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Thermi Suburbs, Thermi, 57001	16/05/2023 06:00 - 23/05/2023 06:00	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 54701	29/05/2023 09:47 - 31/05/2023 03:47	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 55510	06/06/2023 12:01 - 06/06/2023 01:01	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 55510	06/06/2023 02:17 - 06/06/2023 03:17	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 55510	06/06/2023 02:25 - 06/06/2023 03:25	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 55536	02/11/2023 11:36 - 03/11/2023 11:36	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 55536	06/06/2023 04:13 - 06/06/2023 05:13	Beekeeper	COMPLETED	<div style="width: 100%;"></div>
Pylaia Community, Pylaia Municipal Unit, 54201	08/06/2023 02:43 - 09/06/2023 02:43	Beekeeper	COMPLETED	<div style="width: 100%;"></div>



The screenshot shows the details for Campaign ID: 4. It includes a map of Themi, Suburbs, Themi, with a blue circle indicating the campaign location. Below the map is a table of participants:

Name	Username	Measurement Points	Feedback
Alex Zoni	alex_zoni	2	Yes
Niki Theo	niki_theo	4	Yes
Bil Yoto	bil_yoto	1	Yes

At the bottom, there are summary statistics for the campaign:

- #Gases: PM2.5 (5.00), NO2 (33.00), PM10 (26.00), O3 (192.00)
- Cardiovascular measurement: 113 / 79 mmHg, 79 bpm
- Correlation: possible correlation between the pollution and your cardiovascular data

# WHAT CAN YOU DO WITH THIS INFORMATION?

## 1. Number of Measurements per User:

This tells us how many measurements each person has contributed to the campaign. It's like knowing how much each player has scored in a game. If someone is taking a lot of measurements, it shows they're working hard. If someone is doing a lot, we can thank them and encourage others. But if someone hasn't taken many measurements, we might want to check if they need help or encouragement.

Be careful with using this number. A participant might have valid reason for contributing less than the others. So check first.

## 2. Number of Measurements per Day:

This shows us how many measurements are being taken each day. It's like counting how many steps you take each day to see if you're getting closer to your goal. If we're not taking enough measurements each day, we might need to encourage everyone to do more.



# WHAT CAN YOU DO WITH THIS INFORMATION?

### 3. Distribution of Participants' Age and Gender:

Understanding who is participating in the campaign helps us make sure we're reaching different groups of people. For example, if we see mostly young people participating, we might try to involve more older people too. It's like making sure everyone gets a chance to join in.

### 4. Number of Measurements per Hour:

This helps us see when most measurements are being taken during the day. It's like knowing when the busiest times are. If we see more measurements at certain times, it helps us plan better for those times, or in cases where we are interested in time specific measurements. For example when we need to monitor pollution during rush hours.

### 5. Average Measurements per User & Total Measurements:

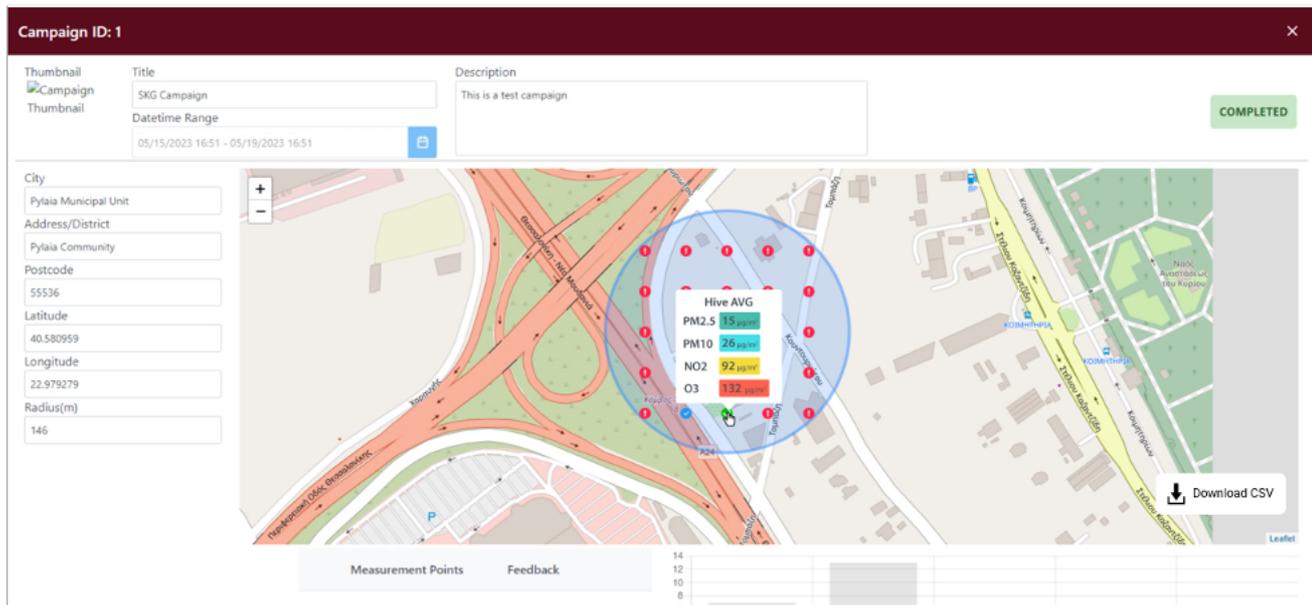
These numbers tell us the average contribution of each person and how much we've done altogether. It's like keeping score in a game. And if we're far from our goal, we know we need to work together to reach it.



# TOOLS FOR MONITORING MEASUREMENTS

## Monitoring measurement- points

On the map it shows what datapoints generated are measured, and which are not. WB'S can choose their next measurement from this, but it can be helpful to send them in the right direction if necessary.



**Campaign ID: 1**

Thumbnail: Campaign  
Title: SKG Campaign  
Description: This is a test campaign  
Datetime Range: 05/15/2023 16:51 - 05/19/2023 16:51  
Status: COMPLETED

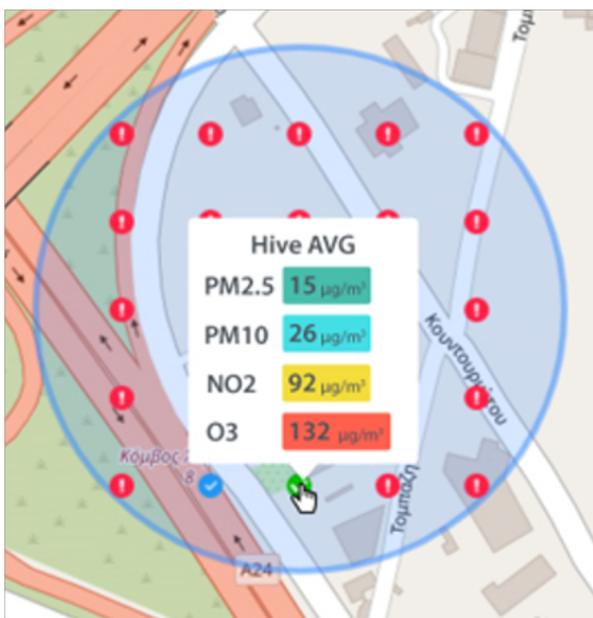
City: Pylia Municipal Unit  
Address/District: Pylia Community  
Postcode: 55536  
Latitude: 40.580959  
Longitude: 22.979279  
Radius(m): 146

**Hive AVG**

PM2.5	15 µg/m³
PM10	26 µg/m³
NO2	92 µg/m³
O3	132 µg/m³

Measurement Points: 14, 12, 10, 8

Download CSV



You may click on a specific measuring point to view the average measurements. Each point may have three colors:

**Green:** Sufficient data

**Blue:** Low data

**Red:** No data

You may also download the data. More information in document "How to analyse campaign results."

# WHY SHOULD I MONITOR MY CAMPAIGNS?

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Because you may:

- Identify peak measurement periods, allowing for targeted data collection efforts during times of higher activity or pollution.
- Adjust resource allocation based on hourly trends to optimize data collection efficiency.
- Understand the demographics of the participant pool, providing insights into the diversity and representation within the campaign.
- Tailor outreach and engagement strategies to better reach underrepresented demographics, ensuring inclusivity and broader community involvement.
- Track daily progress towards campaign goals, enabling timely interventions if measurements are lagging behind.
- Assess individual participant contributions and overall campaign effectiveness.
- Recognize and celebrate high-contributing participants
- Monitor progress towards campaign objectives and evaluate the overall impact of data collection efforts.
- Evaluate the level of engagement and participation among individual participants.
- Identify outliers or participants who may require additional support or encouragement to meet campaign targets.

# THANK YOU!

Mastering the art of interpreting campaign results is essential for maximizing the impact of your SOCIO-BEE initiatives. Diligently monitoring campaign progress and worker bee behavior, the queen bees can steer their projects toward success with confidence. Remember, effective communication, timely feedback, and collaborative efforts are the pillars of a thriving SOCIO-BEE community.

Together, we can create meaningful change, empower communities, and cultivate a healthier environment for all.

Thank you for your dedication to the SOCIO-BEE project, and may your campaigns buzz with success!

