

IMPACT IN ENTERTAINMENT

A roadmap to measuring and evaluating social impact entertainment.

1 DEFINING IMPACT

It is important to define your **impact goals** in the beginning of a project so that you know exactly how to measure and assess it. This includes defining your **impact budget** too, as you will need to allocate funds to support your impact goals. It is helpful to create a theory of change to make it clear what you would like your film to accomplish.

2 MEASUREMENT

Effectively measuring the impact of your film helps determine the **real world effect** it has had on the hearts, minds, and behaviors of your audience. Certain measurement methods will help you qualitatively evaluate your impact for items that cannot be measured in numbers. An evaluation plan and measurement tools should be put in place from the onset of the project.

Measurement Methods

- content analysis
- social media analysis
- focus groups
- interviews
- surveys
- web crawlers
- viewer data

3 IMPACT REPORTING



After you have completed your measurements, refer to your original impact goals and theory of change to **analyze the data** and **report impact**. Ask questions about which audiences you have reached, what kind of traction your film received in schools, government and other influential sectors, and how your film's resources have served local communities. By looking at the data against the original goals, you can determine your impact success.

top resources for further reading:

[The Impact Field Guide, Doc Society](#)

[SBC How-To Guides, Compass](#)

[Designing a Social & Behavior Change Communication Strategy, HCCC](#)