

Using social media for evaluation



In June 2020, ESS ran '**Why Evaluate?**' - a series of free Covid-19 peer learning events to help third sector organisations reflect on why it is even more important to evaluate in difficult times.

In this mini-case study, **Laura Kearney** from **PLUS** shares how she and her colleagues are learning from evaluation.



PLUS aims to provide a better quality of life for children and young people with disabilities and their families across the Forth Valley.

PLUS has used a closed Facebook group with existing service users. This proved invaluable as a consultation mechanism to get feedback on their ideas for new ways of providing service and to get feedback on those new ways of running services. The charity has also been utilising Google forms to engage with families. By texting a link to families to complete the form, PLUS has seen a higher response rate than when they used standard questionnaires.

For more mini-case studies from our 'Why Evaluate' events, visit our [COVID-19 learning resources](#). The seminar series was supported by [The National Lottery Community Fund Scotland](#), and was part of the [Inspiring Impact](#) UK-wide programme.