

## Components of a Modified Logic Model for Reporting on Social Marketing Efforts Template

This template logic model helps to organize the evaluation process of a social marketing campaign by identifying important variables to be measured to determine the overall effectiveness of the campaign efforts.

<b>Inputs</b>	<b>Outputs</b>	<b>Outcomes</b>	<b>Impact</b>
<b>Resources allocated to the campaign or program effort</b>	<b>Program activities conducted to influence audiences to perform a desired behaviour</b>	<b>Audience response to outputs</b>	<b>Indicators that show levels of impact on the social issue that was the focus for the effort</b>