

HOW TO RUN AN A/B TEST ON SOCIAL MEDIA



WHAT IS A/B TESTING?

A/B testing is an easy way to test which variant of a social media post performs best in a controlled setting.

For example, you want to see what the best way is to increase interest in a scientific paper.

A

B

Behavia - Behavioral Public Policy and Economics
1,642 followers
4mo • Edited •

Traditionally, farmers relied on informal institutions, such as social norms, to bolster cooperation in managing common resources and prevent behaviors that could put them at risk. ...see more

BEHAVIORAL INSIGHTS
INSTITUTIONAL DESIGN IN NATURAL RESOURCE MANAGEMENT

1 I can't predict the rainy seasons anymore, better take my share now. Nobody is going to know!

2 Common water resource

3 Formal Institution to Manage Common Resources

We don't get our share anymore

Images by vectorjuice on Freepik

BEHAVIA
Source: Nhim, T., Schuch, E. and Richter, A. Water Scarcity and Support for Costly Institutions in Public Goods: Experimental Evidence from Cambodia. Available at RSSN: <http://dx.doi.org/10.2139/ssrn.4252187>

Why would we pay someone to punish (or tax) us?
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BEHAVIORAL INSIGHTS
INSTITUTIONAL DESIGN IN NATURAL RESOURCE MANAGEMENT

Voluntary vs. costly tax system

Contribution	Voluntary system	Tax system
0	5	0
1	5	0
2	15	0
3	45	0
4	20	15
5	5	15
6	5	10

Weak enforcement vs. strict enforcement

Contribution	Weak enforcement	Strict enforcement
0	1	0
1	1	0
2	8	0
3	45	0
4	35	0
5	10	0
6	5	0

BEHAVIA
Source: Nhim, T., Schuch, E. and Richter, A. Water Scarcity and Support for Costly Institutions in Public Goods: Experimental Evidence from Cambodia. Available at RSSN: <http://dx.doi.org/10.2139/ssrn.4252187>

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1

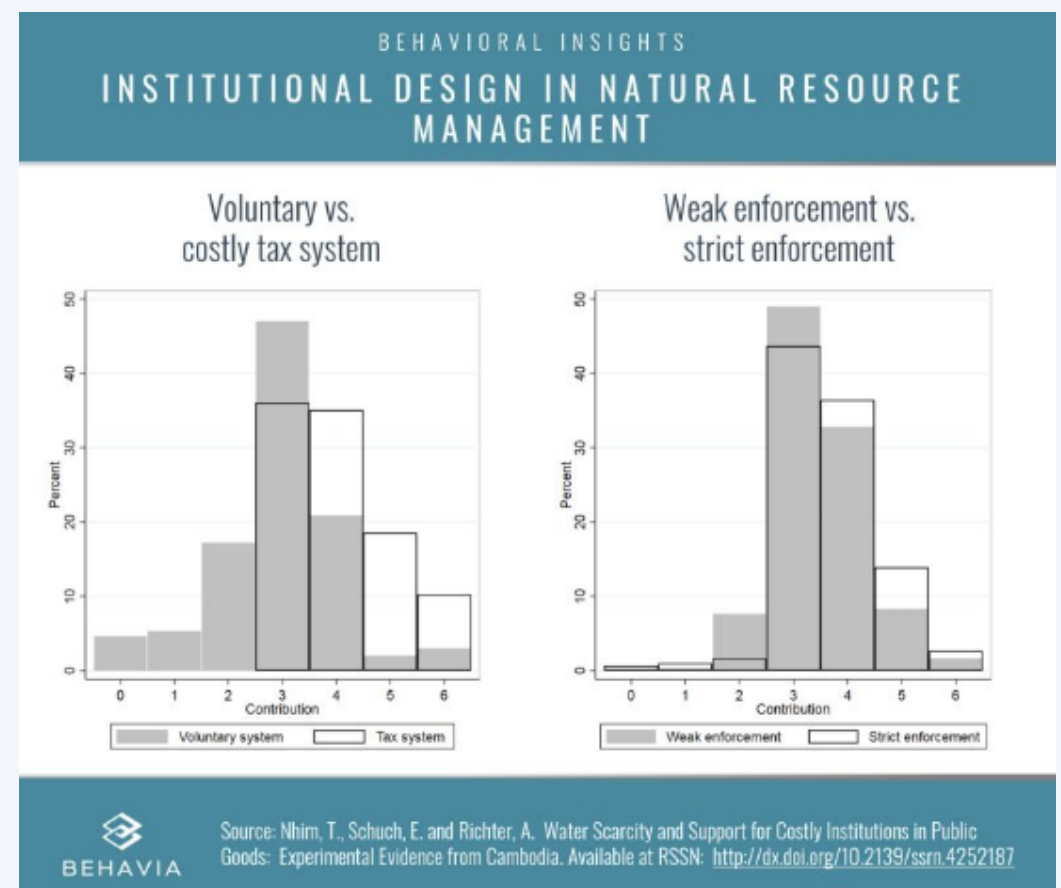
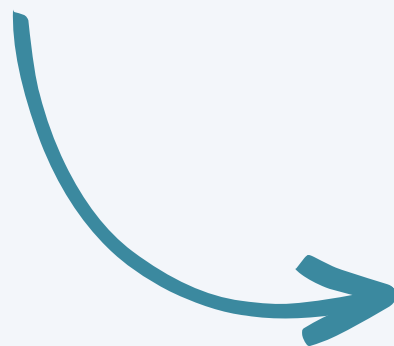
HOW TO LAUNCH AN A/B TEST ON SOCIAL MEDIA

1

Choose which variable you want to test (for example, the picture).



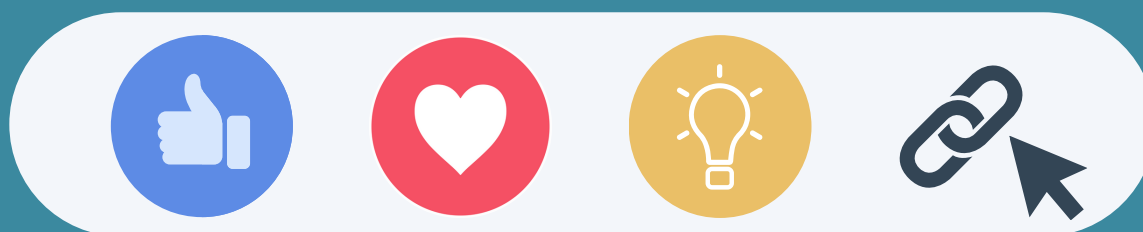
Only test one variable at a time to be able to identify what is driving the effect on the outcome measure.



2

2

Identify the outcome measure (for example, number of link clicks, engagement rate, impressions).



3

Set up the A/B test on your Ads Manager so that it is launched on a sample of your target audience. You can also set other features, such as type of post, publishing time, and budget.



3

4

Launch and monitor your A/B test.

The image shows a LinkedIn post from the account 'Behavia - Behavioral Public Policy and Economics'. The post features an infographic titled 'INSTITUTIONAL DESIGN IN NATURAL RESOURCE MANAGEMENT'. The infographic is divided into three numbered sections: 1. 'Common water resource' with an illustration of a person watering a plant and a speech bubble saying 'I can't predict the rainy seasons anymore, better take my share now. Nobody is going to know!'; 2. 'We don't get our share anymore' with an illustration of a person at a well and a speech bubble saying 'We don't get our share anymore'; 3. 'Formal Institution to Manage Common Resources' with an illustration of people in a meeting. The infographic also includes the Behavia logo, a source citation: 'Source: Nhim, T., Schuch, E. and Richter, A. Water Scarcity and Support for Costly Institutions in Public Goods: Experimental Evidence from Cambodia. Available at RSSN: <http://dx.doi.org/10.2139/ssrn.4252187>', and the text 'Why would we pay someone to punish (or tax) us?' and 'behavia.de • 5 min read'. A dark blue oval with the text 'NEW POST!' is overlaid on the top right of the infographic.

5

Use the winning post to promote your content among the target audience!

4