**Social Media Campaign Documentation Worksheet**

This Worksheet will help you keep track of the actions you’ve taken during Phase 4.

**How to Measure the number of Audience Members Reached on Social Media**

If your team has a social media “business” account:

1. Click on “Insights” for each post
2. Enter the total “reach” of all posts in the chart below

If your team members are posting on personal accounts:

1. Add the total number of followers on all social media accounts used.
2. Multiply your total number of followers by 10% (0.10) to find the number of Community Members reached. (Assume that 10% of your followers are “reached” by your post)

If another account shared your Social Media posts:

1. If a Page/Business account shares your post, ask if they will share with you the reach of your posts using their account’s Insights.
2. Or take the number of followers for each page and multiply by 10% (0.10).

Note: All social media reach numbers are considered “community members” unless you direct message (DM) students those numbers can be entered in the “students reached” column.

**Social Media Outreach Materials**

|  |  |
| --- | --- |
| **Actions Taken** | |
| How many times did you post to social media? | *Example: 1 on Instagram; 2 on Facebook* |
| What social media accounts did you post to? | *Example:* Personal Account, Team Account |
| Did any other accounts share your posts? | |
| Name of the Account | Link / URL to Post |
| *Example: Heal the Bay* | [*https://instagram.com/*](https://instagram.com/)*.........* |
|  |  |
|  |  |

(Add more rows if needed)

|  |  |  |
| --- | --- | --- |
| **Audience Members Reached** | | |
|  | # Community Members Reached | # Students Reached |
| Total reach for your team’s social media account(s) |  |  |
| Total reach for the accounts who shared your posts |  |  |
| **Total** |  |  |