**Press & Media Outreach Metrics**

Use these charts to keep track of how many people you were able to reach through your outreach efforts. Not all of these will apply to your project, please only provide numbers for platforms that were used by your team to spread your message.

**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 press and media reach should be listed as community members.*

| **Actions Taken** |
| --- |
| How many times did you post on social media? | *Ex. 1 Instagram, 3 Tik Toks* |
| What social media accounts did you post on? | *Ex. School Instagram, 3 personal Tik Toks* |
| **Did any other accounts share your posts?**  |
| **Name of Account** | **Link/URL** |
|  |  |
|  |  |
|  |  |
| **Total Outreach** |
| Total reach for your team’s social media account(s) |  |
| Total reach for the accounts who shared your posts |  |
| **Total Outreach** |  |

**How to Measure the Number of Audience Members Reached by Press & Media**

* Tracking which publications or media outlets you sent your press release.
* If the media outlets cover your project (congrats!), track the estimated number of people that your content reaches via that publication (look on their website to find their distribution or subscription numbers or ask the contact that you sent your story to).

*Note: All press and media reach should be listed as community members.*

| **Actions Taken** |
| --- |
| How many press releases did you write and send out? |  |
| Which press and media outlets did you send your press releases to? |  |
| **What press and media outlets published your story?** |
| **Name of Press & Media Outlet** | **Link/URL** |
|  |  |
|  |  |
|  |  |
| **Total Outreach** |
| Total reach of print Press & Media (Ex. Newspaper/Magazine) |  |
| Total reach of digital Press & Media (Ex. Website articles, TV coverage) |  |
| **Total Outreach** |  |