	A	B	C	D	E
1	**Sample Programs to Track**	**Explanation**	**2025**	**% change**	**2024**
2	**MEDIA**				
3	Media Contacted	# of media sources you reached out to in the month			
4	Media Published	# of print articles or radio mentions secured			
5	Online Articles	# of online mentions secured			
6	Media Value/Earned Value	If you were to purchase the exposure how much would it have cost?			
7	**SOCIAL MEDIA CHANNELS**				
8	Instagram Posts	# of posts each month			
9	Instagram Followers	# of followers			
10	Instagram Post Engagements	# of likes, comments, shares			
11	Twitter Followers	# of followers			
12	Twitter Updates	# of updates			
13	Twitter Engagement	# of retweets, replies, mentions, likes			
14	Facebook Fans	# of fans			
15	Facebook Posts	# of posts			
16	Facebook Engagements	# of likes, comments, shares			
17	YouTube Videos Posted	# of videos posted			
18	YouTube Video Views	# of views			
19	Pinterest Pins	# of pins			
20	Pinterest Followers	# of followers			
21	**ADVERTISING INQUIRIES**				
22	Advertising Inquiries (digital & print)	# of inquiries			
23					
24	**Sample Programs to Track**	**Explanation**	**2025**	**% change**	**2023**

	A	B	C	D	E
25	**ONLINE/WEBSITE**				
26	Online User Sessions	# of website user-sessions			
27	**NEWSLETTERS**				
28	Enewsletter Subscribers	# of subscribers			
29	Click Through	percentage of click through to website			
30	Opens	% of open			
31	**VISITOR COUNT**				
32	Visitor Attendence	Guest book, tally, zip codes collected			
33	Event Attendence	admission tickets, tally, zip codes collected			
34	**VOLUNTEER TRACKING**				
35	Volunteer Hours	# of hours			
36	Volunteer Value	Value of the hours (Federal Gov. $31.80 per hour)			
37	**EVENTS**				
38	Events Promoted	# of events promoted			
39	**MEMBERSHIP**	# of members			
40	**REVENUE**				
41	Membership	Membership revenue total			
42	Admission	Admission revenue total			
43	Event	Event revenue total			
44	In-kind Donation	In-kind donation value total			
45	Sales	Gift shop, room rentals, events booked, ad sales			
46	Other				

	F
1	**Reason for change**
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
24	**Reason for change**