

REACH COLLABORATION

MEDIA

Media Types

Billboard

Digital
Media

Newsletter/
Flyer

Newspaper

Other

Radio

Television

Media Examples

- **Billboard** - The coalition had a billboard on Route 22 for the month of May for 18,000 impressions, and was focused on the upcoming Rx Drug Take Back Day.
- **Digital Media** - Coalition had 40 Facebook posts for the month of April on several topics including underage drinking, marijuana prevention, and the coalition's upcoming Rx Drug take back day for a total of 1,225 impressions.
- **Newsletter/Flyer** - Distributed 200 mental health awareness newsletters at the back to school night event that was at the highschool. Hung up 5 flyers at XYZ HS for a total of 350 impressions.
- **Newspaper** - The local ABC newspaper wrote an article about the coalition's new training series they just launched for narcan training for community members, business, and government officials.
- **Other** - Distributed 200 coalition swag items to youth at the pep rally at XYZ HS.
- **Radio** - The youth coalition created 3 PSA's about Parents Who Host Lose the Most and they were aired on the radio for the month of June for a total of 1,105,000 impressions.
- **Television** - Local WKNP television station covered the coalition's event on Yoga in the Park to help encourage people to stay active, was aired on the nightly news for 18,000 impressions.

Splitting Up Media Entries

Example Coalition had 40 total Facebook posts for the month of April on several topics including underage drinking, marijuana prevention, and the coalition's upcoming Rx Drug take back day, with a total of 1,225 impressions.

Coalition had **15 Facebook posts** for the month of April on the upcoming Rx Drug Take Back Day for a total of 515 impressions.



Coalition had **10 Facebook posts** for the month of April on underage drinking for a total of 470 impressions.



Coalition had **15 Facebook posts** for the month of April on marijuana prevention and statistics for a total of 240 impressions.



Impression Rates by Media Type

Billboard

- Impressions for billboards can be aquired when renting/purchasing your billboard. The company that owns the billboard should have an average impression number/rate.

Digital

- **Facebook:** impressions can be found on each post the coalition has under "number reached". Other stats about the organization's Facebook can be found in the performamnce data.
- **Instagram:** go to Business Manager on your Instagram page. Under Measure & Report, click Branded Content to view your insights.
- **Linked-In:** In your Admin view, click on Updates to see engagement for your posted content.
- **Snapchat:** Impression rates on Snapchat can be found by using the number of current friends you have on snapchat or how many views you received on a particular story post
- **Twitter:** To find your impression rate, go to <https://analytics.twitter.com> and log in with your coalition's Twitter account. This service is free and will be able to provide you with the basics analytics you will need for your Twitter page.

Newsletter/ Flyer

- **Handouts/Brouchure:** The number of handouts, newsletters, or brouchers that have been distributed (e.g. **100** handouts distriubted)
- **Single Flyer/Poster:** The number of impressions will be the number of people who could view the flyer or poster (e.g. HS flyer has impression rate of the number of students/staff attending the HS on a daily basis such as 536)

Newspaper

- To find an impression rate for a newspaper company, contact the company's ad department.

Other

- Coalition Swag/Promotional Material: media impressions for this type of output will be the number of items distributed.
- Other products the coalition distributes with their logo/content will use the number distributed as the impression rate, unless told to do differently.

Radio

- To find an impression rate for a radio station, contact the station's ad department.

Television

- To find an impression rate for a television station, contact the station's ad department.

For more information on Media tracking in Reach please use our [Reach User Manual](#).