# Simple Matrix Template for Evaluating Your Public Report Promotion

**NOTE:** Use this basic evaluation form to get started in tracking and assessing the impact of your coordinated communication activities. Customize it to fit your Collaborative situation, public report specifics, and overall communication strategy. Over time, you will likely develop more advanced evaluation techniques.

Simple Evaluation Matrix for Basic Communication Activities

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Public Report: Media Coverage | Baseline [date] | Week of Launch [date] | Media Story (title) [date] | Media Story (title) [date] |
| Web traffic - # page views |   |   |   |   |
| Web traffic - # visitors |   |   |   |   |
| Top 3 sources of visitors (type in URL, Google search, link from member org, etc.) |   |   |   |   |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Public Report: Social Media | Baseline [date] | Facebook Launch [date] | Twitter Launch [date] | Monthly Stats |
| Web traffic to public report - # page views |   |   |   |   |
| Web traffic to public report - # visitors |   |   |   |   |
| Top 3 sources of visitors (type in URL, Google search, link from member org, etc.) |   |   |   |   |
| Followers on Facebook |  |  |  |  |
| Followers on Twitter |  |  |  |  |
| Number of ReTweets  |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Public Report: Stakeholder Activity | Baseline [date] | Abc, Inc., Email to Employees re Report [date] | Main St. Clinic Patient Newsletter [date] | [Other…] [date] |
| Web traffic to public report - # page views |   |   |   |   |
| Web traffic to public report - # visitors |   |   |   |   |
| Followers on Facebook |  |  |  |  |
| Followers on Twitter |  |  |  |  |
| Number of ReTweets  |  |  |  |  |