

Check List for Social Media Match Program

	<u>Files</u> : Are the files titled with a phrase that includes the words “social media” and attached to the RFR?
	<u>Summary Cover Sheet</u> : Is the sub-grantee name and grant title entered in the upper left of the sheet?
	<u>Summary Cover Sheet</u> : Is the date range entered and is it no more than one calendar month?
	<u>Summary Cover Sheet</u> : Are the quantities entered into the correct data cells and the amounts calculated correctly?
	<p><u>Back-up Documentation</u>: Has back-up documentation been supplied at the same time & location as the Summary Cover Sheet?</p> <ul style="list-style-type: none"> • Either as part of the same file with the summary cover sheet or as separate files • Can be analytics (spreadsheets), or screen captures (PDF), or both.
	<p><u>Back-up Documentation</u>: Compare the back-up documentation to the Summary Cover Sheet to check accuracy.</p> <ul style="list-style-type: none"> • Look at the dates of items on the back-up documents to make sure they fall within the month indicated on the cover sheet. • Double check the quantities entered into the cover sheet.

Most Common Mistakes

1. One common mistake is to count initial posts made by the grant as “posts” for match, but they are “owned media” and do not qualify for match.
2. Twitter “mentions” can be counted as third-party posts, but “replies” cannot. A reply starts with the @ sign.
3. Facebook “video views” require documentation from Facebook Insight analytics showing that they used the number of “Lifetime unique views to 95%”.
4. Facebook “video views” need to be differentiated from “Facebook live” because they are given different values.
5. If the sub-grantee claims “influencers”, they must provide documentation that the individual or organization is has over 1,000 followers and is not a partner with their grant organization by including a screen capture showing the number of followers.
6. Blogs must be documented with a screen capture