FY18 Social Media MATCH: Tracking Summary Sheet

SUB-GRANTEE NAME: _____

GRANT NAME or NUMBER: _____

REPORTING PERIOD: Social Media Posting Dates (one calendar month only): From _____ to _____

TOTAL SOCIAL MEDIA MATCH Claimed For This Reporting Period: _____

	TOTAL Social Media Value This Reporting Period
Facebook	
Twitter	
YouTube	
Instagram	
OTHER	
Influencer(s)	
TOTAL	

Facebook

	3rd Party Posts & Mentions	Unit Value: $10.17	Video Views (95%)	Unit Value: $3.25	Live Video Views (30/sec)	Unit Value: $1.00	Likes, Loves, Sad, etc.	Unit Value: $1.60	Com-ments	Unit Value: $10.17	Shares	Unit Value: $10.17	Facebook Total Value ALL
Tracking Software													
Screen Captures													
Sub-Total													
TOTAL Value													

Twitter

	3rd Party Tweets or Mentions	Unit Value: $5.00	Video Views	Unit Value: $.50	Likes	Unit Value: $5.00	Replies	Unit Value: $5.00	Re-tweets	Unit Value: $5.00	Follows	Unit Value: $2.25	Twitter Total Value ALL
Tracking Software													
Screen Capture													
Sub-Total													
TOTAL Value													

YouTube

	3rd Party Posts	Unit Value: $10.17	Video Views USA / 95%	Unit Value: $7.50	Likes	Unit Value: $5.00	Comments	Unit Value: $5.00	Shares	Unit Value: $5.00	YouTube Total Value ALL
Tracking Software											
Screen Capture											
Sub-Total											
TOTAL Value											

Instagram

	3rd Party Posts	Unit Value: $10.17	Video Views	Unit Value: $.50	Likes /Loves	Unit Value: $1.60	Comments	Unit Value: $10.17	Shares	Unit Value: $10.17	Instagram Total Value ALL
Tracking Software											
Screen Captures											
Sub-Total											
TOTAL Value											

OTHER: Blogs

	Independent Blogs	Unit Value: $853.00	OTHER Total Value ALL
Tracking Software			
Screen Capture			
Sub-Total			
TOTAL Value			

Influencer

	Type of Posting	Unit Value	Influencer: Number of followers	Number of followers / 1,000	Total Value
Facebook					
Twitter					
YouTube					
Instagram					
OTHER					
TOTAL					