

Key Performance Indicators Template

[Dates measured]

[Abstract: Provide a narrative that describes the trends from this report. This might be where you more fully explain those numbers that make you proud or nervous to share.]

SEE

It is critical to get our messages and content in front of our target audience. **SEE** helps us to define the size of the audience we have reached and hope to inspire to **DO** something later.

Potential Reach	No.	Change ¹
Unique Website Visitors		
Total E-Newsletter Subscribers		
Facebook Page Likes		
Twitter Followers		
Pinterest Followers		
Instagram Followers		
Tumblr Subscribers		
Google+ Followers		
YouTube Subscribers		
Total Media Coverage	No.	Change
Print and online mentions		

¹ Percentage change is based on comparisons to the previous reporting period.

SAY

SAY metrics capture when our audience seeks out our content or repeats it across its networks. This indicates that people are interested in and responding to our ideas.

E-newsletters	No.	Change
New Subscribers		
Newsletter Forwards		
Twitter Engagement		
Twitter Posts Retweeted		
Total Retweets of Those Posts		
Facebook Post Reach		
Shares (No Comment)		
Post Likes		
Reach		
Other Social Networks		
Instagram Post Likes		
Pinterest Post Repins		
Tumblr Notes		
Tumblr Post Reblogs		
YouTube Video Likes		
YouTube Shares		

Key Performance Indicators (continued)

FEEL

FEEL takes **SAY** metrics one step further, capturing when people engage with our content and add to it.

Facebook Comments	No.	Change
Comments		
Shares with Comments		
Twitter Conversations		
Twitter Reach of All Posts		
Twitter Individual Mentions		
Other Metrics		
Blog Post Comments		
Instagram Comments		
Google+ Comments		
YouTube Comments		

DO

DO reflects a conversation, when interest in our messages and promotion leads to desired action.

Page Views	No.	Change
Page Views		
Publications		
Views		
Downloads		
Total Downloads		
Top Downloads		
1)		
2)		
3)		
Other		
YouTube Views		

Other "DO" activities might include:

- Number and amount of donations
- Number of advocacy actions taken via online platforms
- Number of new members, volunteers or events joined via online platforms
- Number of new email subscriptions