

Parent Empowerment in Education

Measuring What Matters



General Community Member

An individual who is consuming value from your organization (i.e., going to your website or social media) or receiving mass outreach from you (i.e., mass mailing), but for whom you don't have unique identifying information.

This role is quantified mainly through measures of reach (either online reach or mass mailing), **although organizations also will track some measures of online engagement.**

As a reminder, **your organization should 'Goldilocks' what it measures.** You should only capture measures that help your organization make better decisions to increase impact (and are practical to collect).

Common measures of reach include:

- **Website:**
 - # of unique visitors to your website
 - # of direct visitors
 - # of visitors directed from other websites
- and/or-
- **Social Media:**
 - # of views on Facebook
 - # of views on Twitter
 - # of views on YouTube
- and/or-
- **# of people sent mass mailings** (using 3rd-party mailing lists, and not individuals who have provided their unique identifying information to your organization)

Common measures of engagement include:

- **Website:**
 - Average time spent on website (overall)
 - # who spend time on specific content (and average time spent)
 - # who spend X minimum time on specific content such as videos
 - # who download content (if allowed without first providing unique identifying information)
- and/or -
- **Social Media:**
 - Facebook
 - # of likes (overall and by key posts)
 - # of shares (overall and by key posts)
 - # of followers
 - # of comments
 - Twitter
 - # of likes (overall and by key tweets)
 - # of shares (overall and by key tweets)
 - # of followers
 - # of comments
 - Youtube
 - # of likes (overall and by key content)
 - # of shares (overall and by key content)
 - # of followers
 - # of comments

©2019 www.parentpowered.org

This content is licensed under a Creative Commons [Attribution-NonCommercial-ShareAlike 2.0 License](https://creativecommons.org/licenses/by-nc-sa/2.0/)