**Monthly Report Process**

***Introduction***

*The purpose of this document is to keep track the impact of TMC content on a monthly basis. We want to be able to track the impact of our content as well as how our readers are responding to it and how they share it online. In addition we want to look at the impact that our blogs have by linking to our member pages. The tracking spreadsheet has three main tracking components: reader comments, tracking the impact of linked articles and overall activity of our content.*

The main sources and tools for filling out the spreadsheet are:

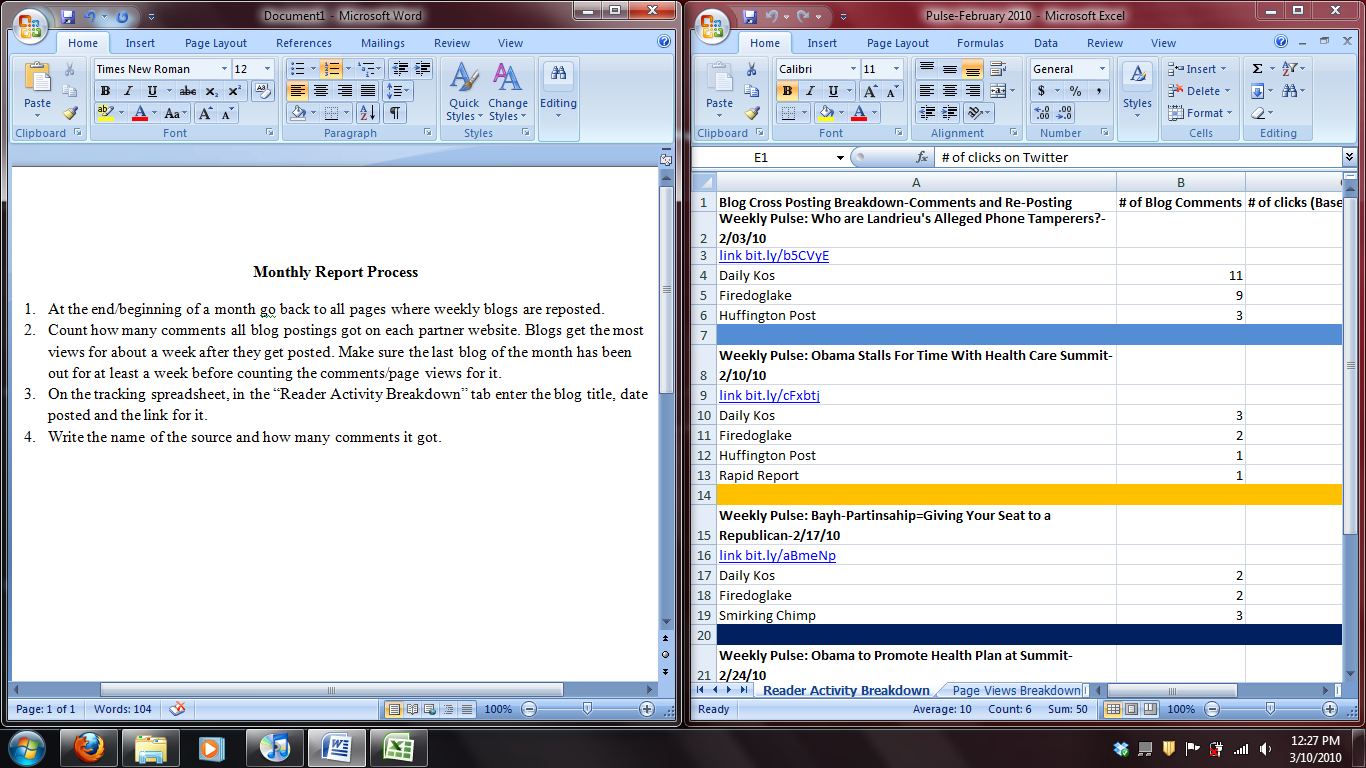
* The Newsladder Tracking Spreadsheet
* Bit.ly information

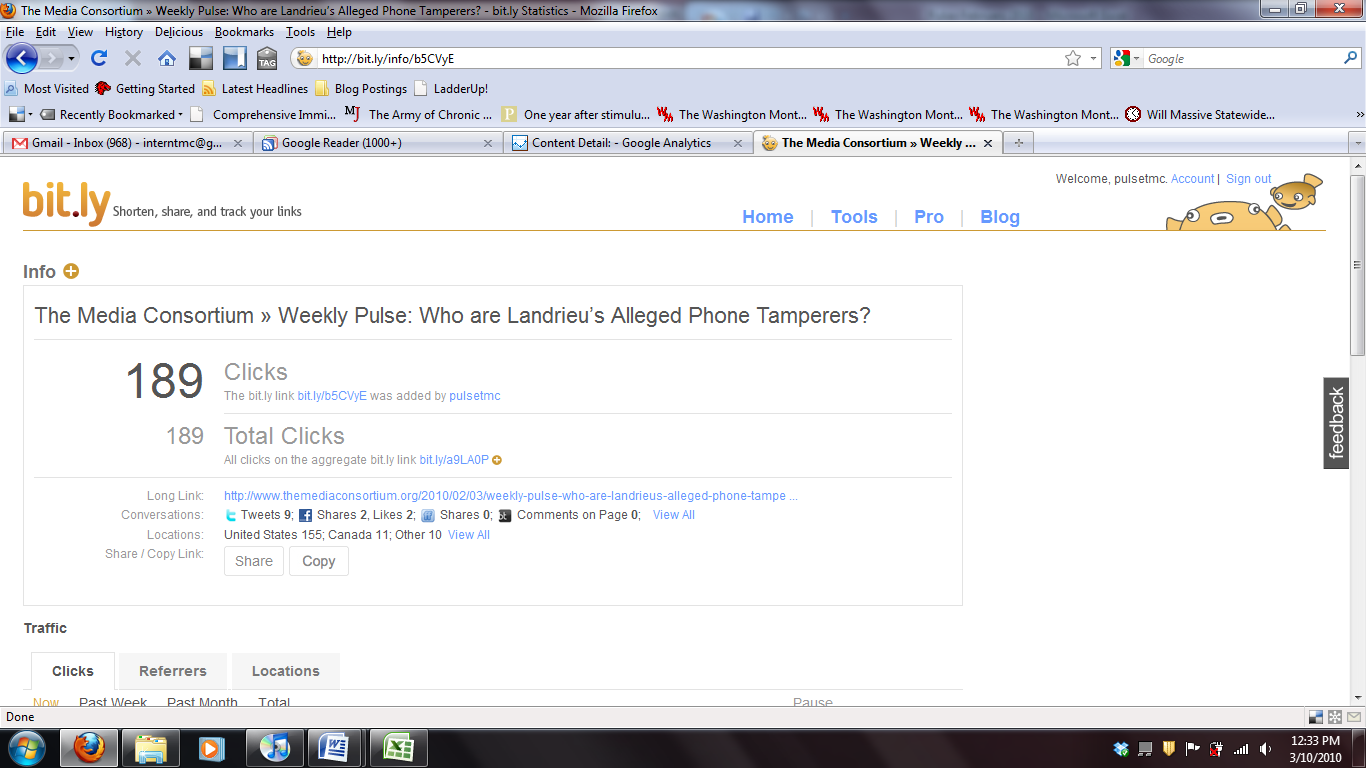
The numbers you want to look for as you track these blogs will be:

* The number of comments from each blog outlet
* How many people viewed the content on the TMC page
* The number of tweets that contain a link to the TMC blog page
* How many people accessed this link through Twitter
* Other applicable information, if available (Facebook shares, Newsladder postings, others)

Monthly Blog Activity Tab—For tracking all user interaction, activity and pageviews. This is broken-up by week.

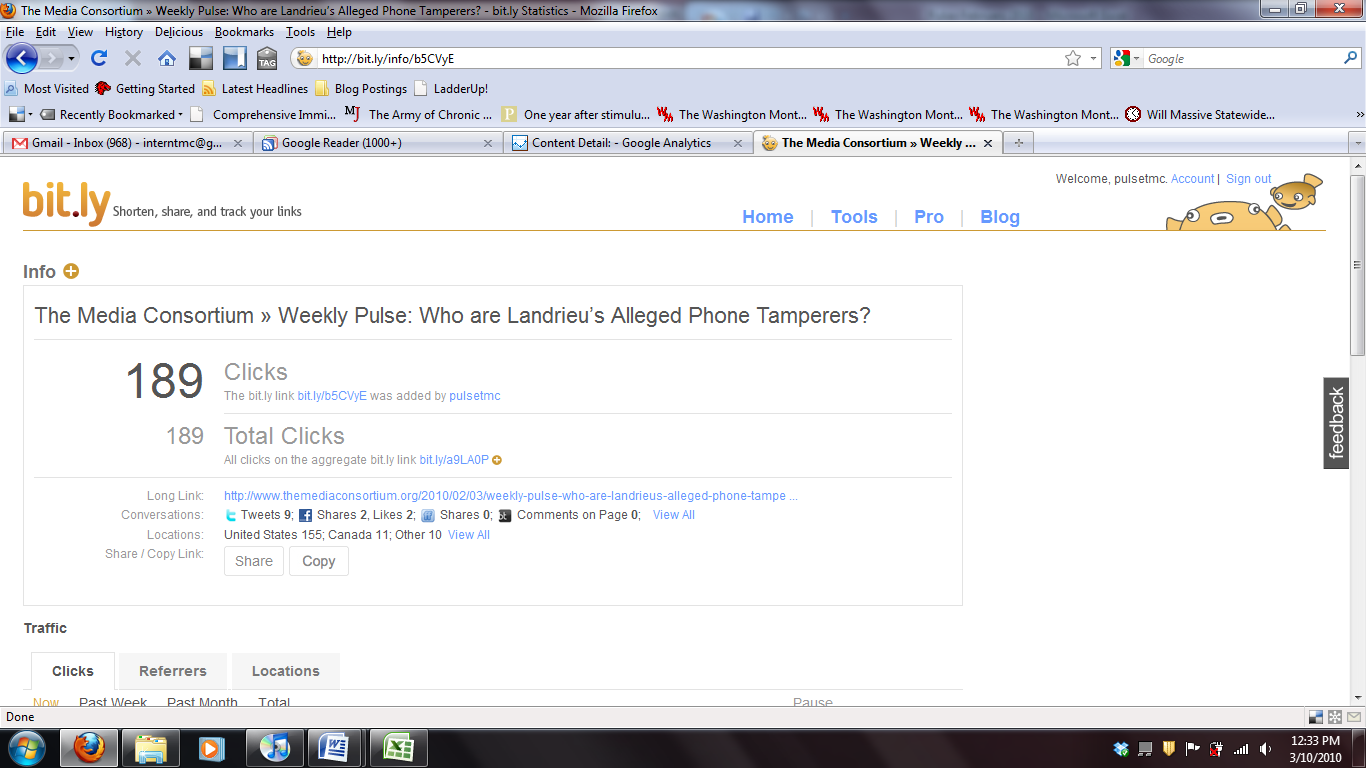
At the end/beginning of a month go back to all pages where weekly blogs are reposted.

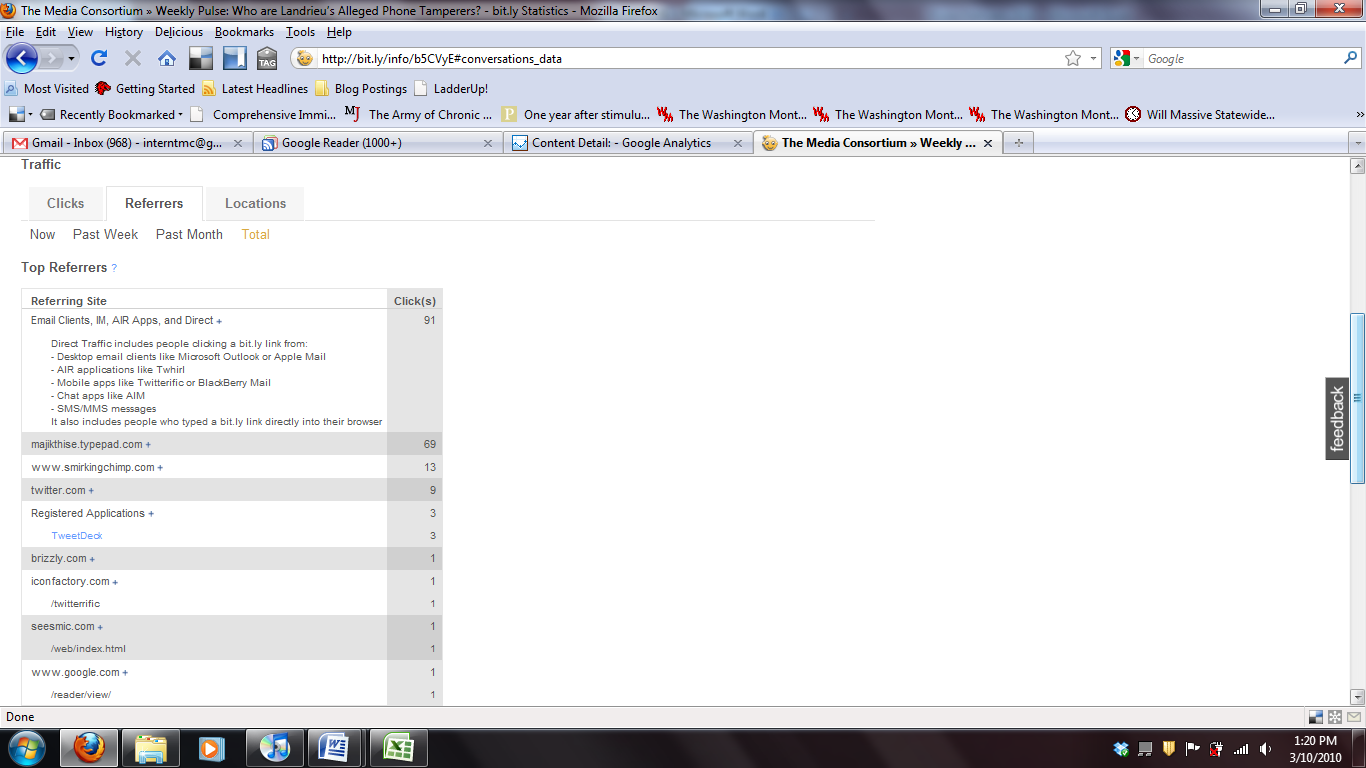
1. Count how many user comments all blog postings got on each partner website. Blogs get the most interaction for about a week after they get posted. Make sure the last blog of the month has been out for at least a week before counting the comments/pageviews for it.
2. On the tracking spreadsheet, in the “Monthly Blog Activity” tab enter the blog title, date posted and the bit.ly link for it.
3. Write the name of the source and how many comments it got.
4. The rest of the information comes from bit.ly, log in to [www.bit.ly](http://www.bit.ly) . There are four different log-in names and passwords. They are:
   * mulchtmc, password: tmcmulch
   * audittmc, password tmcaudit
   * pulsetmc, password tmcpulse
   * diasporatmc, password d14sp0r4

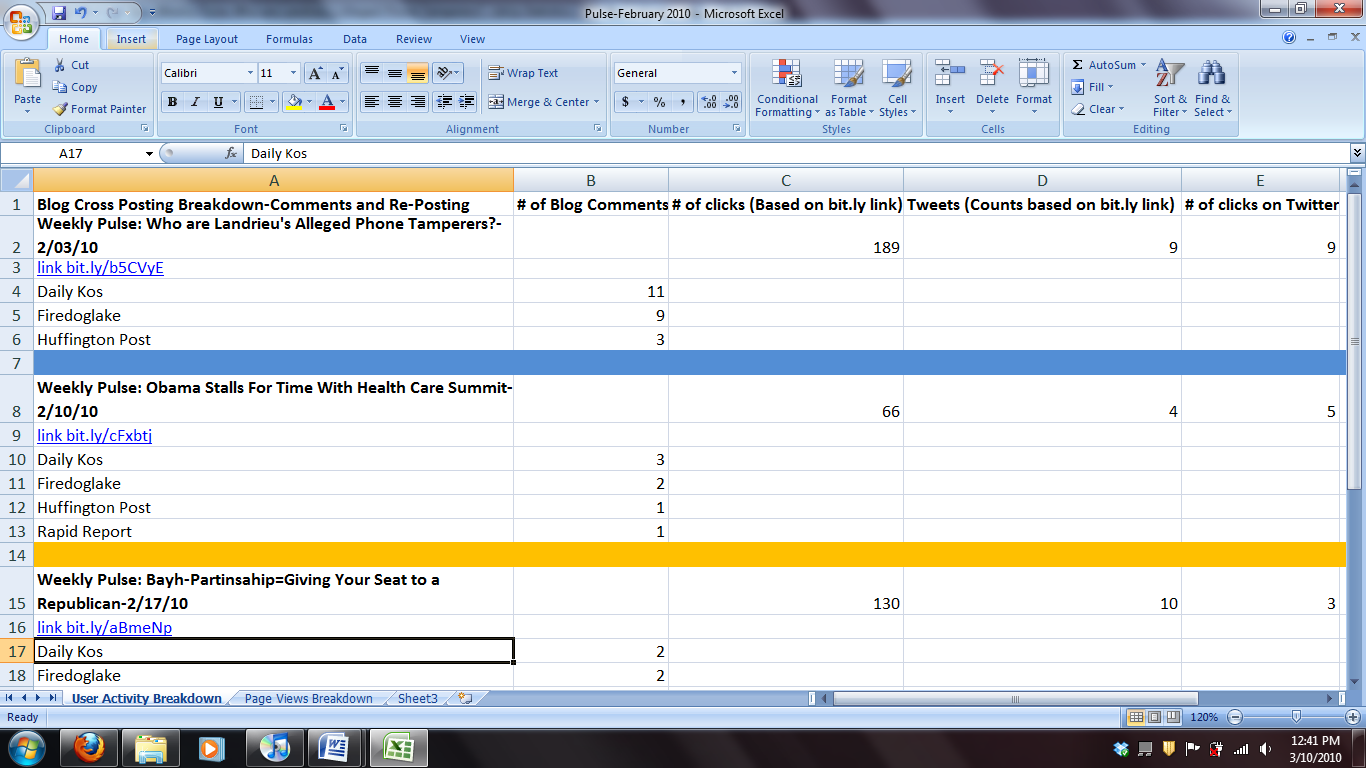
Once logged-in go back until you find the pages for each blog and their information, click on the Info + button.

The bit.ly link that goes in the tracking doc is the first link which is what our bloggers added. NOT the aggregate link:

1. The next step is to get the number of user interactions from this page. We’re looking for the number of clicks per link, the number of Tweets that contained the link. If applicable, Facebook and Newsladder shares.





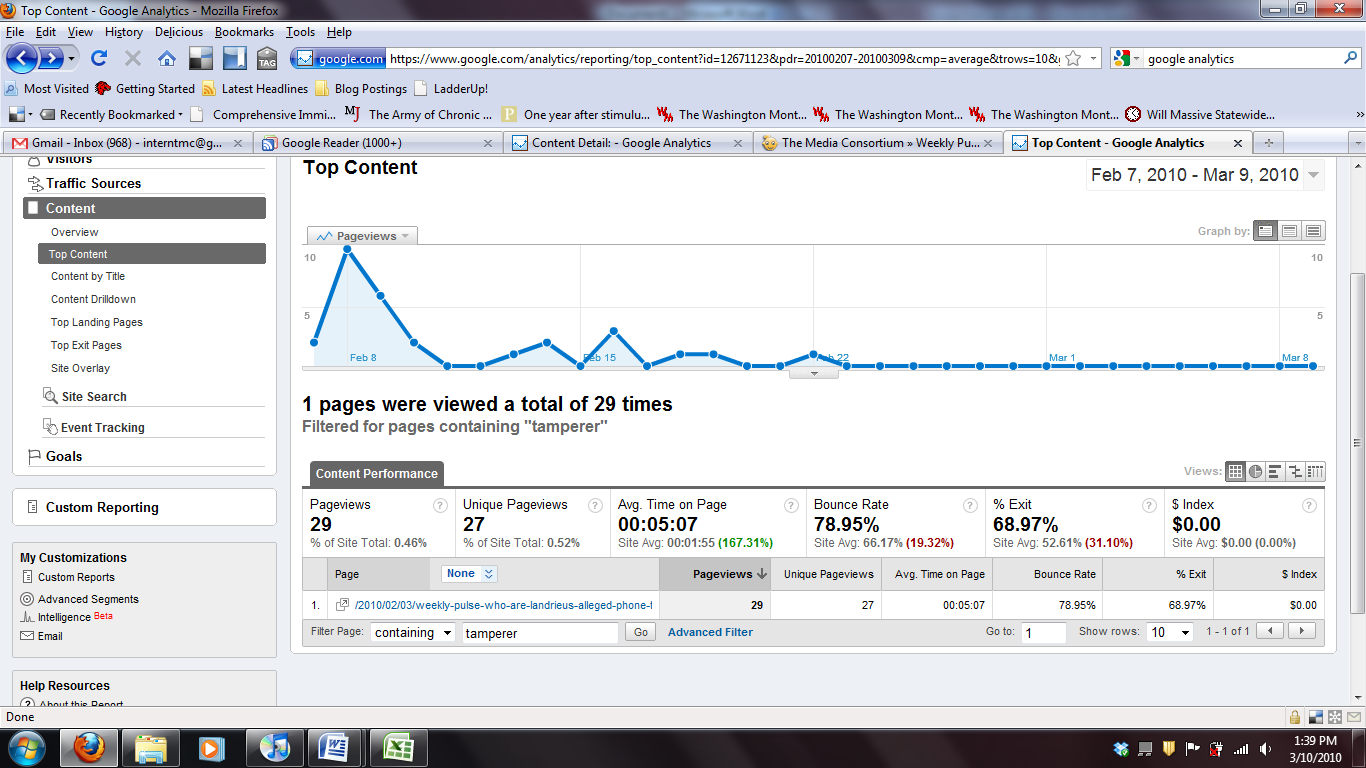
1. The final component to add to this tab is the number of clicks on Twitter and other sources. This is found by clicking on the “Referrers” button; make sure you select “Total”. From there add up all the clicks on Twitter in related Twitter apps and sources, for example Brizzly. This number also gets included.
2. Add up the totals for all these numbers for all four blogs at the bottom of the spreadsheet.

You are also looking for other sources that linked to our blogs as well as the number of viewers that read the blogs on the TMC home page

On the bit.ly Referral page, look at the other sources that clicked on the link.

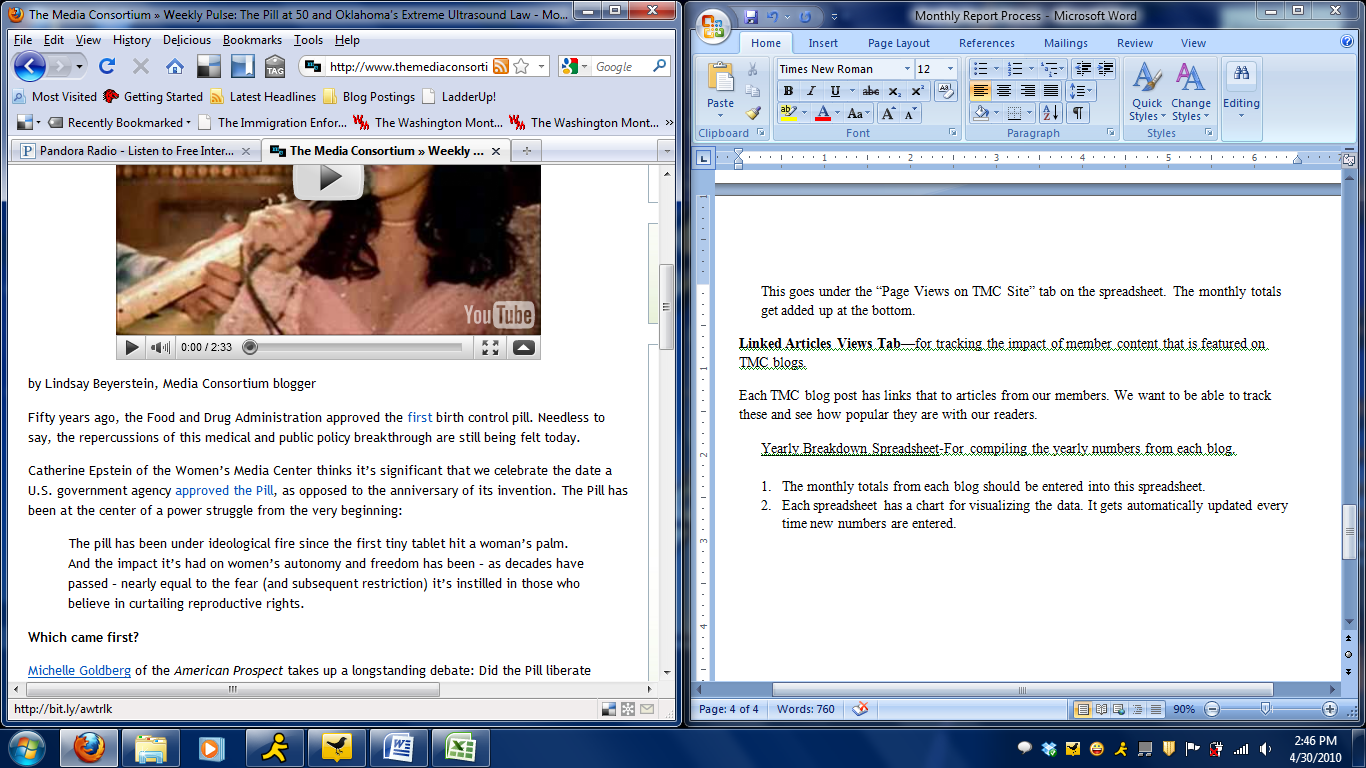
1. Some of these sources can be grouped into the same category. For tracking purposes the Google Reader referral can be combined with the email clients number. Twitter clicks can be combined with other Twitter sources and apps. (Twitter + brizzly + twitterific)

The final step is to access the Google Analytics Report, (<http://www.google.com/analytics>) to get the number of page views on TMC’s website. Login: [Erin.consortium@gmail.com](mailto:Erin.consortium@gmail.com), password: 2000neerglop

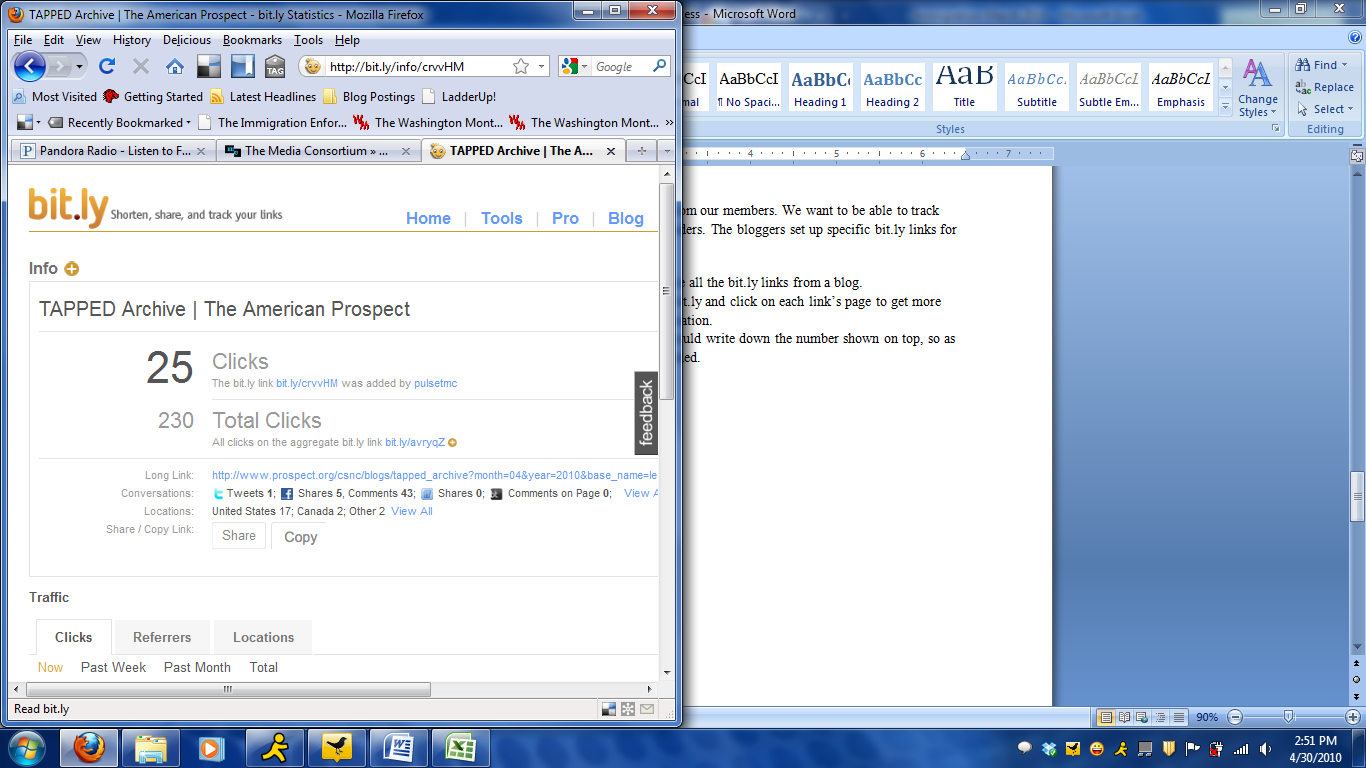
1. From the “Dashboard” page scroll down to the “Content Overview” tab and click on “View Report”, and then on “View Full Report”.
2. Search the report to find the information for the specific blog post you’re looking for and the total number of views:

This goes under the “Page Views on TMC Site” tab on the spreadsheet. The monthly totals get added up at the bottom.

**Linked Articles Views Tab—**for tracking the impact of member content that is featured on TMC blogs.

Each TMC blog post has links that to articles from our members. We want to be able to track these and see how popular they are with our readers.

Compile all the bit.ly links from a blog. These links can be found by hovering over hyperlinks and seeing the bit.ly address that is shown.

1. Go to bit.ly and click on each link page to get more detailed information.
2. You should write down the number shown on top, so as to track the content that our bloggers added.
3. Fill out all this information in the Linked Articles Tab. Do this for all links and all blogs from that month.

**Newsladder Articles—**for compiling a list of the most popular articles from our member websites that are related to healthcare, immigration, economy and sustainability.

\*MORE DETAILED INSTRUCTIONS TO COME SOON\*

**Yearly Breakdown Spreadsheet—**for keeping a yearly track record of our impact across all our platforms. Includes comments, pageviews, tweets, and other user activity.

1. Once you have compiled the data for all the articles in a given month, the next step is to take the monthly totals and compile those in the Yearly Breakdown spreadsheet. There are four of these spreadsheets, one per each of our blog/news topics.
2. The information that we want to include in this spreadsheet is:
   * # of stories posted in a month
   * # of clicks that a blog got from its bit.ly link
   * # of views a blog got on themediaconsortium.org
   * # of comments a blog got across all platforms
   * Re-tweets and other mentions on Twitter
   * Number of clicks on Twitter
   * Facebook reposts
3. These spreadsheets also have a line graph for a visual way of tracking our impact change over time. This graph should automatically update as new data gets inputed.