Media Impact Model

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Impact?
What are we even talking about when we say IMPACT?

Impact is a change in the status quo resulting from a direct intervention, be it a text article, a documentary film, or a live event.

- Institutional change
- Network change
- Individual change
- Media amplification
Impact Architects
Media Impact Model
How to measure IMPACT
Methods for measuring IMPACT

- Case study
- Network analysis
- Content analysis
- Surveys
- Quantitative, statistical analysis
  - Google Analytics
# Outcome Indicators

<table>
<thead>
<tr>
<th>Audience</th>
<th>Google Analytics (Partner &amp;/or FP)</th>
<th>Facebook Insights</th>
<th>Twitter Analytics</th>
<th>YouTube Analytics</th>
<th>Qualitative Data</th>
<th>Public Records</th>
<th>Partners</th>
<th>News dipping service</th>
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<tbody>
<tr>
<td></td>
<td>Unique Page views</td>
<td>Time on page</td>
<td>Avg. session duration</td>
<td>Facebook fans</td>
<td>Facebook comments</td>
<td>Facebook shares</td>
<td>Facebook video views</td>
<td>Twitter followers</td>
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<td>Network</td>
<td>New/strengthened network</td>
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<td>Institutional/ Structural</td>
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<td>Discourse</td>
<td>Amplification of message</td>
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Why measure IMPACT?
From Impact to Strategy:
Impact Architects Media Impact Process Model

1. Mission
2. Potential for Change
3. Strategy: Engagement, Content, Distribution
4. Measurement

IMPACT ARCHITECTS
Now what?

1. Set goals
2. Define outcomes clearly
3. Be creative + intentional
4. Select appropriate methods
5. Tools come last