**SAMPLE FORM FOR TRACKING MEDIA OUTREACH**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Media Type**  **(Print, broadcast, email, social media)** | **Description/Topic of Information Distributed** | **No. of People (or Outlets) Contacted** | **For email/social media:**  **No. of responses** | **For social media:** | | **For print/broadcast media:**  **(Estimated) No. reached:** | **Comments on effectiveness** |
| **No. of likes** | **No. of re-posts** |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |