

<p>7) Non-peer reviewed media including educational press releases, radio or TV appearances, newsletters, curricula, videos, social media, online educational content, and blog posts</p> <p>[top]</p>	<p>The number of educational press releases, radio or television appearances, blog posts, newsletters, social media posts, videos, online educational content, or similar non-peer reviewed media issued.</p> <p>This DOES NOT include news releases or similar publications that are promotional in nature.</p> <p><i>Decide in advance whether the author or distributor of the content will report and include the other(s) as cooperator(s).</i></p>	<p>The number of contacts that can be reliably verified such as if you send a newsletter to your listserv of 500. When documenting Facebook posts, report the “engagement” of your educational Facebook posts as listed under the Insights section of your Facebook page. When documenting YouTube video views, IT staff can run analytics for video urls in order to determine the number of views over the course of the calendar year.</p> <p>Blog post views may be counted here OR under the “Website page views” output, but do not double count.</p> <p><i>Contact numbers for radio or TV appearances as well as newspaper articles are too unreliable to report, even when circulation is known.</i></p>
<p>8) Website page views</p> <p>[top]</p>	<p>The number of educational content-based page views on websites for which a PRU manages the content.</p> <p>This DOES include state and county Extension webpages related to the content area of the PRU.</p> <p>This output DOES include hits to PRU fact sheets.</p> <p>Blog post views may be counted here OR under the “Non-peer reviewed media” output, but do not double count.</p> <p>This output DOES NOT include page views of webpages that are mostly promotional or are otherwise not educational content-based.</p> <p>This output can be reported once annually by one individual on behalf of the entire PRU.</p> <p><i>It is up to each PRU to determine which websites and webpages will be used to count page views. Consistency from year-to-year is key to comparing apples-to-apples growth.</i></p>	<p>The number of contacts is the same as the number of page views.</p> <p><i>The two entries should match exactly.</i></p>