**Sample metrics:
Measuring community knowledge and action**

**Conversation around content: raw size versus relative activity**

* Consider the number of comments, posts, submissions
* Consider the number of unique commenters, posters, submitters
* Consider the quality or tone of comments, posts, submissions

How many people (or what percentage of people) who saw the content:

* Talk about it on your site
* Share it on social media (try <http://muckrack.com/whoshared/>)
* Share it with specific groups or conversations (not just their general network)
* For Facebook pics, number or percentage who tag themselves and/or share
* Retweets, replies or hashtag use on key action-oriented tweets or topics
* For social searching resources, see <bit.ly/joysocialsearch>.

**Invitations to specific conversations**

How many people (or what percentage of people who were exposed to the invitation):

* Respond to a specific request of yours on your website or social platform
* Participate in a live chat (on your site, Reddit, Twitter, etc.)
* Ask a question of a specific staff member
* Use a specific hashtag to contribute to a conversation
* Become a repeat commenter/contributor

**User knowledge and intended action**

It’s easy and free to embed Google forms in or at the end of stories. This works for 20-question quizzes, but also for one-question polls. Did you learn what you hoped to learn from this post? Do you see your view reflected? Make it easy to participate, then offer more ways to get involved for the people who choose to participate.

* Participation in quizzes related to content (consider offering incentives for users to participate — that you pay for yourself or seek a sponsor for — or donating to a charity of the user’s choice for each completed quiz)
* Performance of users on quizzes (see what they know, then ask how much or how often they consume your content)

Think about how else you could ask users, online and in person, about the effects of your content.

* Response (number and rate) to printed surveys at key meetings or gatherings
* Response (number and rate) to online surveys embedded in key content

Invite users to tell you (just yes/no, or a 1-5 scale) if they:

* Consumed
* Learned more facts about a topic or perspective
* Have a better understanding about a topic of perspective
* Have changed beliefs or attitudes
* Have changed behaviors or plan to take action
* Have suggestions for future coverage

**Diversity of voices or perspectives for content and agenda setting**

A key measure for impact could be whether your efforts and priorities are shaped by users’ actual preferences, curiosities and needs. Also, whether you’ve captured their viewpoints: Did this story reflect a perspective you hold? Did this story help you understand a perspective less familiar to you?

* Number (or percentage) of sources/contributors from target groups
* Number (or percentage) of suggestions/contributions from target groups
* Submissions at events or other for suggestions, questions or story ideas
* Contributions to an online or in-person poll: Are we on the right track? Do the perspectives shared here reflect your own?

**Payoff from specific outreach, sponsorships or marketing efforts**

When asking community partners, community groups, loyal users or others to share links to your content, use unique bit.ly links that can be easily tracked by putting a + on the end of the link.

* Use specific bit.ly links for specific platforms (to compare efficiency/reach of Facebook and Twitter, for example)
* Use specific bit.ly links for specific partnerships or groups
* Use specific bit.ly links for specific marketing efforts, campaigns or frames
* Track inbound visits from websites of partners and community groups
* Track outbound visits from your site or social platforms to those partners or groups

**Action taken related to organizational resources**

* Signups for subscriptions or members
* Donations
* New volunteers
* New advertisers or advertising dollars