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| Move Your Way® Community PlaybookCampaign Implementation Tracker |

Use this campaign implementation tracker as a tool to help you evaluate your Move Your Way® community campaign. Collect data each month to show campaign effectiveness, reach, and promotional efforts. Then use your results to promote ongoing initiatives and secure future funding.

When you complete the tracker for your campaign launch month, make sure to note which activities, promotions, and materials were specific to the launch event.

Use these tips to get the most out of the tracker:

* **Adapt this template** according to your community’s specific activities. For example, if you’re running a mostly virtual campaign, you might want to focus on pageviews or downloads instead of print material distribution.
* **Track your activities as you go.** Continuously recording progress will make it easier to see what’s working and make improvements throughout your campaign.
* **Consider using the tracker collaboratively.** Try uploading this document to Google Drive or your team’s preferred file sharing platform so you can fill it out together.
* **Collect key data from partners.** Share the tracker with partners directly, or adapt the tracker items to help specific partners evaluate their efforts on behalf of the campaign.

**Month \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Where did you promote the campaign in person this month? Add rows for more events as needed.

| **Event or activity name** | **Event or activity description** | **Event or activity date** | **Number of attendees** | **Audience description** | **How many materials did you distribute?**  | **How did you promote the event or activity?** |
| --- | --- | --- | --- | --- | --- | --- |
| *Example: New Year’s Health-a-Thon* | *Health fair at Cooley Elementary School* | *January 10, 2019* | *100* | *Parents and elementary school students* | *20 adult fact sheets, 50 kid fact sheets, 50 parent fact sheets* | *Through PTA listserv and monthly newsletter, PTA Facebook page* |
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1. What channels did you use to promote campaign events? Add rows as needed.

| **Channel type** (e.g., email blast, flyer, phone, radio, TV, newspaper, social media, organization website, or other) | **Channel name** (e.g., name of radio station, social media platform, or listserv group) | **Type of promotion** (e.g., half-page ad about launch event, 30-second radio ad) | **Number of promotions sent through this channel** (e.g., number of ads placed, emails sent, tweets) | **Dates published** | **Approximately how many people you reached through this channel** (e.g., number of followers, number of listserv addresses, circulation) |
| --- | --- | --- | --- | --- | --- |
| *Example:**Newspaper* | *Daily Hampshire Gazette* | *half-page ad* | *2 ads* | *1/17, 1/18* | *12,000* |
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1. What local partners got involved with the campaign? Add rows as needed.

| **Local partner** | **How did they participate this month?** | **How do they plan to participate in the future?** |
| --- | --- | --- |
| *Example: Cooley Middle School* | *Hosted a Move Your Way field day event for all grade levels* | *Plan to use kid fact sheets in PE curricula* |
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1. What campaign materials did you distribute to local partners? Repeat rows as needed for each
new partner.

| **Material** | **Partner**  | **How many did you distribute?** | **How does the partner plan to use the materials?** |
| --- | --- | --- | --- |
| “Feel Better” Poster for Adults | *Example: Springfield Family Medicine* | *5* | *Display in waiting rooms* |
| “Dance Moves” Poster for Adults |  |  |  |
| “Keep Up with My Kid” Poster for Parents |  |  |  |
| “One Step at a Time” Poster for Older Adults |  |  |  |
| “60 Minutes” Poster for Kids |  |  |  |
| “One Step at a Time” Pregnancy Poster |  |  |  |
| “Start Slow” Postpartum Poster |  |  |  |
| Fact Sheet for Adults |  |  |  |
| Fact Sheet for Older Adults |  |  |  |
| Fact Sheet for Kids |  |  |  |
| Fact Sheet for Parents |  |  |  |
| Pregnancy Fact Sheet |  |  |  |
| Postpartum Fact Sheet |  |  |  |
| Fact Sheet for Health Care Providers |  |  |  |
| Fact Sheet for Maternal Health Care Providers |  |  |  |
| Spanish — “Feel Better” Poster for Adults  |  |  |  |
| Spanish — “Dance Moves” Poster for Adults |  |  |  |
| Spanish — “Keep Up with My Kid” Poster for Parents |  |  |  |
| Spanish — “One Step at a Time” Pregnancy Poster |  |  |  |
| Spanish — “Start Slow” Postpartum Poster |  |  |  |
| Spanish — “One Step at a Time” Poster for Older Adults |  |  |  |
| Spanish — Fact Sheet for Adults |  |  |  |
| Spanish — Fact Sheet for Older Adults |  |  |  |
| Spanish — Fact Sheet for Kids |  |  |  |
| Spanish — Fact Sheet for Parents |  |  |  |
| Spanish — Pregnancy Fact Sheet |  |  |  |
| Spanish — Postpartum Fact Sheet |  |  |  |

1. Download and analyze page-level engagement of the Move Your Way section of your organization’s website through Google Analytics. Look at the following metrics:
* Average time on page
* Bounce rate — percentage of users who leave instead of continuing to other pages on your site
* Downloads — number of times users download materials on your site
* Exit rate — percentage of users who leave your site from a particular page
* Entrances — number of users who enter your site through a particular page
* Pageviews — number of times users visit a particular page on your site
* Unique pageviews — number of sessions in which a user views a particular page at least once
* Referrals — number of times a user enters your site by clicking a URL on another site

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These metrics can help you figure out which content is working and which content might need a new approach. If partners post Move Your Way materials on their sites, ask them to share page-level engagement data with you as well.

1. Export analytics from social media platforms you use to promote the campaign — like Twitter, Facebook, and Instagram. Look at the following metrics:
* Engagement — how much your audience interacts with your content (usually through likes, retweets, and comme­­nts)
* Impressions — how many times a post shows up in a user’s timeline
* Reach — potential unique viewers your post could have (usually your follower count added to the follower count of all accounts that shared the post)

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These metrics help you measure the effectiveness of your social media promotion and improve promotion going forward.

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| Find more community resources at [**health.gov/MoveYourWay/Playbook**](https://health.gov/MoveYourWay/Playbook) |