

# INDIRECT CONTACTS

**Report the number of indirect interactions with Extension clientele, where there is sharing of educational information, at least monthly.**

Indirect contacts include situations when the individuals with whom information was shared cannot be effectively identified or quantified and it's not possible to accurately determine the race, gender and ethnicity of these individuals.

**Digital media** contacts are a combination of any of the following metrics:

- Facebook Reach - The number of people who view your content. Go to Page Insights to view your Reach.
- Twitter Impressions - The number of times a tweet appears to users in either their timeline or search results. Go to the Tweet Activity Dashboard to view your Impressions.
- Instagram Reach - The number of unique users that saw your post or story on any given day. Go to Instagram Insights to view your Reach.
- Wordpress Pageviews - The number of instance of a page being loaded (or reloaded) in a browser. Send an email to [ces\\_help@ncsu.edu](mailto:ces_help@ncsu.edu), for access to Google Analytics.
- YouTube Unique Viewers - The estimated number of people who watched your videos. Go to YouTube Creator Studio/Analytics to view your Unique Viewers.

**Mass media contacts** are a combination of any of the following metrics (you must maintain documentation from the media outlet of their reach or you may only report the number of times the activity occurred):

- Newspaper articles (number of articles x circulation)
- TV shows (number of appearances x viewers)
- Radio programs (number of appearances x listeners)

**Other indirect contacts** may include, but are not limited to, a combination of any of the following metrics:

- Displays, exhibits, or fairs - The number of people visiting a display or booth measured using a counting device. This metric could also be collected by measuring the number of handouts or other materials distributed at the event.
- Telephone or E-mail - The number of information requests responded to via telephone or e-mail. A series of emails, texts, phone calls, comments, etc. on a single topic counts as one clientele contact.
- Newsletters - The number of newsletters distributed providing educational content. For mailed newsletters, report the number of newsletters mailed. For electronic newsletters using Constant Contact, report the Open Rate not the number of people on your mailing list.
- Non-electronic Correspondence (Other) - The number of non-electronic correspondences mailed in support of the Extension Program. Examples of non-electronic correspondence are letters, factsheets, brochures, and other educational publications requested and mailed.
- Announcement of an event is not a clientele contact.



**New Contact Report**

Objective: \_\_\_\_\_

Year: 2018

Month: November

County: \_\_\_\_\_

**Indirect Contacts**

Indirect Contacts	0
Digital Media Contacts	0
Mass Media Contacts	0
Other Indirect Contacts	0

☒ Save ☐ Cancel

Enter the number of digital media, mass media, and other indirect contacts. The total number of indirect contacts will auto calculate.

# NC STATE

# EXTENSION