

SNAP-Ed Toolkit

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LT8: Media Coverage

Framework Component

Effectiveness & Maintenance – Organizational Implementation and Effectiveness

Indicator Description

Number of commercial and organizational outlets with estimated reach to SNAP-Ed and total audiences that reported favorable attributions to specific SNAP-Ed social marketing campaigns and policy, systems or environmental change (PSE) projects:

- Local outlets (commercial TV, radio, and print)
- National outlets (commercial TV and print)
- Websites
- Social media, including those of partnering organizations (Facebook, Twitter, Pinterest)

Background and Context

[Media coverage](#) by commercial and organizational outlets may be generated by the SNAP-Ed Implementing Agency, by a local awardee or affiliate, or by partners. The media coverage may result from media outreach/public relations, [media advocacy](#), or a media outlet's usual news, feature, or editorial practices and relate to a specific SNAP-Ed activity. As this is a long-term indicator, the media coverage to be measured should relate to the length of time the activity has existed and how it's been noticed instead of coverage of a newly initiated activity.

Outcome Measures

Number and percentage of Implementing Agencies and states with local, statewide, or national mass media components focusing on SNAP-Ed—relevant marketing and PSE through news, websites, and social media channels:

LT8a.	<p>Electronic and print outlets</p> <ul style="list-style-type: none"> • Number of media outlets and type (print, TV, radio) that ran positive stories about SNAP-Ed social marketing campaigns and PSE projects. • Audience reach, by media outlet type (print, TV, radio), in total and as SNAP-Ed segments exposed to favorable media mentions about SNAP-ED social marketing campaigns and PSE project.
LT8b.	<p>Websites</p> <ul style="list-style-type: none"> • Number and reach of partner websites that feature positive content about SNAP-Ed social marketing campaigns, PSE projects, and related media coverage.
LT8c.	<p>Social media</p> <ul style="list-style-type: none"> • Number and reach of SNAP-Ed Implementing Agencies and their partners who have social media sites (e.g., Facebook, Twitter, Pinterest, Instagram, TikTok) that push coverage related to social marketing campaigns and/or PSE projects to consumer intermediaries.

What to Measure

Measures for earned media show the number of people reached and the volume of messaging generated about specific SNAP-Ed efforts (PSE and social marketing). Media coverage is used to showcase the value of local programs, increase their influence, and bring in new partners. In evaluation, media coverage can be added to other measures like volume of direct education and social marketing to provide estimates of the total dosage a community receives to continually improve program effectiveness. Healthy eating/physical activity tips and recipes are counted only if there is significant content about related social marketing campaigns and/or PSE changes. This metric includes media outlet coverage only of SNAP-Ed–related social marketing campaigns and PSE changes and such measures can:

- Build on existing EARS data collection wherever possible.
- Use conventional web and social media analytics, such as Google analytics, unique visitors, clicks, page views, downloads, and links.
- Document SNAP-Ed–related media advocacy efforts by state and local SNAP-Ed agencies and their partners.

Population

N/A

Surveys and Data Collection Tools

N/A

Key Glossary Terms

[Earned media/public relations](#) [Market segments](#) [Media advocacy](#) [Media coverage](#) [Total audience/general market/general audience](#)

Additional Resources or Supporting Citations

N/A