URL Member IA Impact Tracker

Getting Started

1. Build a framework
2. Set up the system
3. Integrations
   - Google Analytics
   - Slack Google Form add-ons

Our tool helps define, develop and measure this level of impact. This includes:

1. Audience/Individual: How content may increase knowledge on vital issues, such as reader feedback and social comment
2. Community/Network: How content may contribute to movement building, such as if advocacy groups are citing stories
3. Institutional: When community, religions, corporate, or government institutions refer to content, such as if state representatives cite content as the basis for legislation
4. Media amplification: How other news engages with content, such as citing or repurposing
5. Organizational: Awards, nominations and speaking opportunities

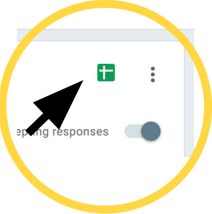
Set up the System

THE INTAKE FORM

1. **Create a copy** of the [Impact Tracker template for URL network members]

2. **Use default fields** and questions for the form, **or customize** using your organization's unique impact framework

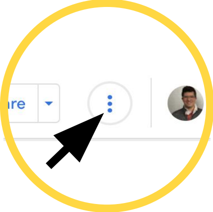
3. **Generate source data spreadsheet** by clicking the green Google Sheets symbol to the left of the three vertical dots in the "Responses" tab. All responses to the form will populate the spreadsheet



Set up the Dashboard

THE DASHBOARD

1. **Make a copy** of the [URL Network Member IA Impact Tracker Template Dashboard] by clicking on the three vertical dots on the top right part of the page



2. Once you click Make a Copy, Google will ask you to **select a data source**. Select the spreadsheet you generated in Step 3 on the previous slide.

3. **Configure charts and filters**
   For further training or details on how to use Google Data/Looker Studio, see this free training resource.

Integration with Google Analytics

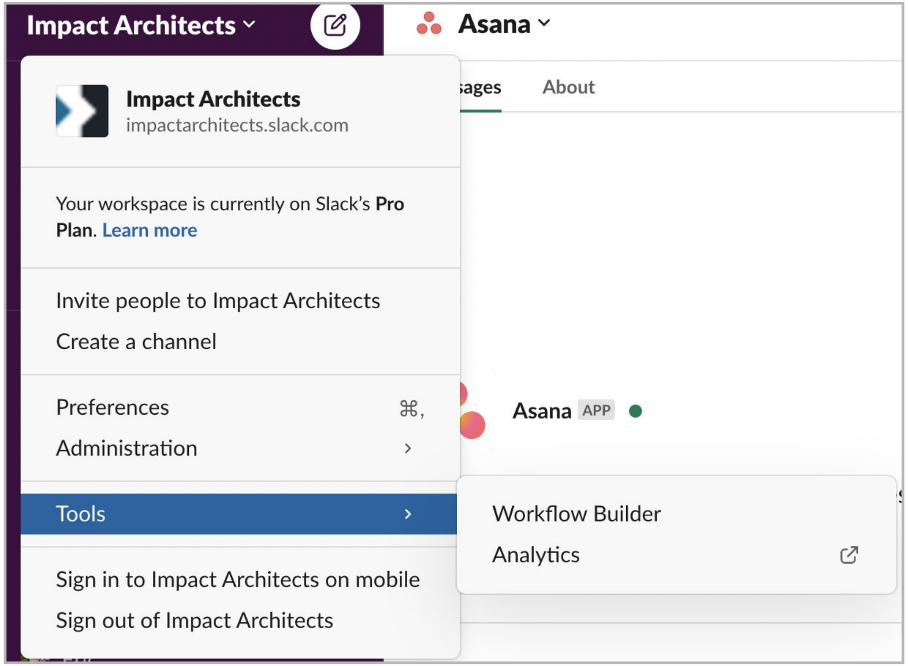
You must have at least Read & Analyze permission to the Google Analytics 4 property or Universal Analytics view to which you connect.

1. **Sign in** to Looker Studio.
2. In the top menu bar, select **Data Source**.
3. Select the **Analytics connector**.
4. If prompted to grant Looker Studio access to your account, click **AUTHORIZE**.
5. Select an **account**.
6. Select a **property**.
7. To connect to Universal Analytics ("Web"), select a **view**.
8. In the upper right, click **CONNECT**.
    a. The data source **fields panel appears**.
    b. The data source is **now connected** to your data set.

Integration with slack

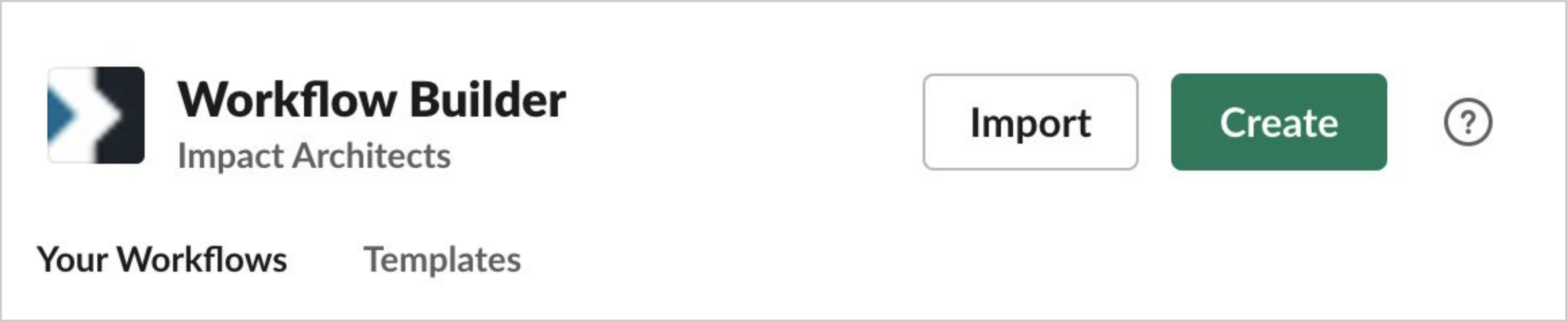
The URL Network Member form can be integrated in slack by using the slack [workflow builder](). [This shows you how to set up a workflow]().

1. Access workflow builder by clicking on the company slack name, go to Tools, and select Workflow Builder.



Integration with slack

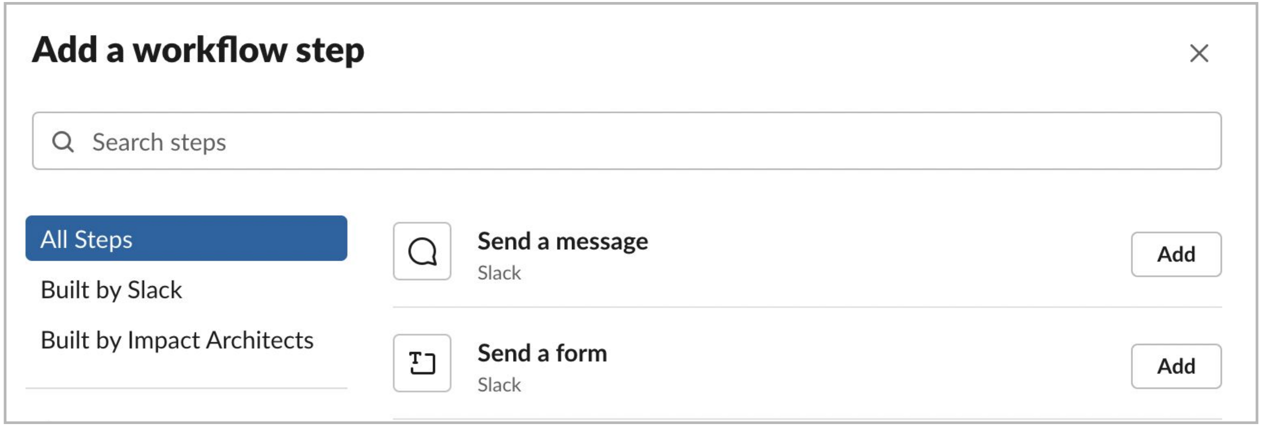
2. Access workflow builder by clicking on the company slack name, go to Tools, and select Workflow Builder.



Integration with slack

3. Choose the trigger action to start the workflow. Select “Shortcut” to create an option to “record an impact” in the “attachments and shortcuts” menu of a slack channel. Select the channel to add the impact tracker to.

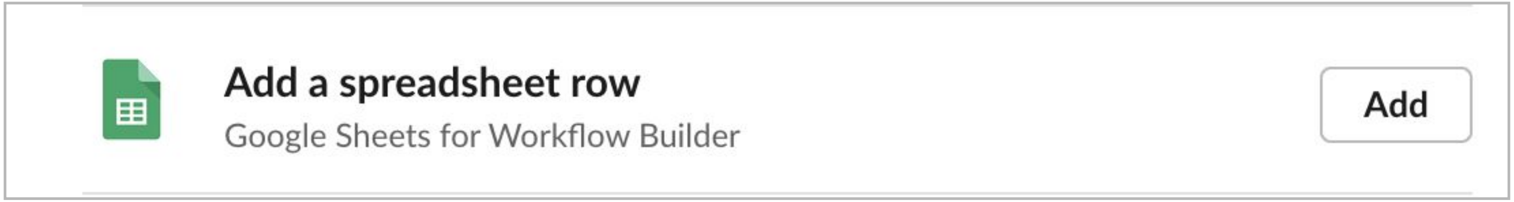
4. Click “Add Step” and then choose “Send a form”



Integration with slack

5. Set up your impact tracker form. Make sure the questions map to the columns of the spreadsheet of the impact log. Choose where in Slack you want the submitted responses to go. They can go to the entire channel or a specific channel or person within slack. This is separate from what happens with the information in google sheets.

6. Click “Add Step” and then choose “Send a form”

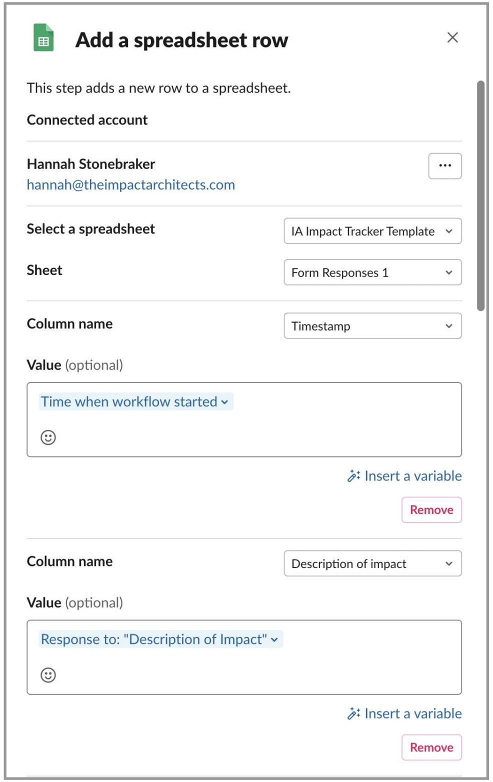


Integration with slack

7. Connect your google account, and select your impact log spreadsheet (the sheet the answers to the google form go to).

8. Select the columns containing the questions that the slack form asks. In “Value” choose “Insert a Variable” and select the corresponding question in the slack form. And Save.

9. When everything is set up, click the “Publish” button to make the integration live.



Integration with

Google Forms

On a google form, you can have "other" as an option and then use a plug-in you can add that will have whatever is input in the other category added to the form as an option in the future! The owner of the form needs to set it up, but there are steps to follow in this YouTube video here.

Impact Architects' Best Practices for Impact Tracking

Making the Tracker work for you

Embracing a Culture of Impact

More than indicators, analytics, or measurement, impact tracking is at its base about **building a culture** and **understanding of what impact means for your organization**.

The conversation needs to start with **defining your organization's desired impacts** through collective brainstorming and conversations. Building that culture of impact works best when users **get buy-in from the top** of their organization, and **take time to celebrate** milestones and wins across the organization, including with external stakeholders and audiences.

Clearly Define Workflow

Organizations implement impact measurement differently depending on the structure, impact, and mission of the organization. For most organizations, the simplest way to document your organizations' impact is through a **front end digital form** (available across your organization) with a **simple backend spreadsheet** for those tracking your impact most closely. There are a few digital platforms you can use to set up a form and backend including :

Impact Tracker	Online platform run by the Impact Architects (with self-hosted platform via Google) https://www.theimpactarchitects.com/impact-tracker
Google Forms, Sheets, & Data Studio	Free and simple to implement. For more in depth insights, google data studio can be used for visualizations
Airtable	Similar to google forms & sheets, with additional customization options. Resolve Philly has shared their model Airtable impact tracker for free here. Airtable is free for the basic plan, with additional cost for further functionality.

Clearly Define Workflow

There are typically **two ways** that organizations implement impact tracking workflows : **Distributed and centralized**.

In the distributed model, impacts are submitted, through the front-end form, by everyone in the organization. The individuals who hear or observe the impact submit it to the system.

In the centralized system, one (or in unique cases two) individuals "own" the impact submissions. In this workflow, typically impacts are shared by those who hear or observe them with the "impact owner" through the methods already used internally, such as forwarding emails, or sharing on an "impact" slack channel.

Even in the distributed system, impact tracking works best when there is an individual or team with broader ownership over the system, who owns the backend database, tracks trends, and answers questions.

[Go back to URL Currency of Impact page]