# MPACTTRACKER

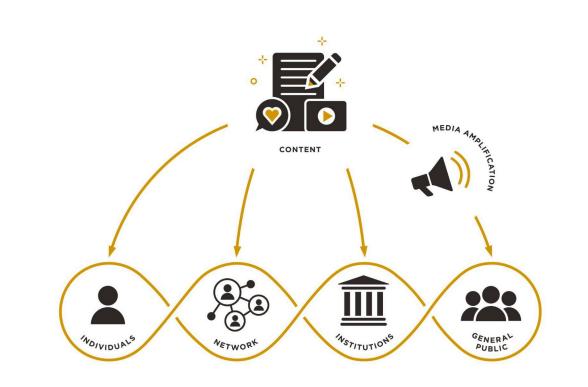
by **IMPACT** ARCHITECTS

# **Defining "impact"**

Impact is a **change in the status quo** resulting from a direct intervention, be it a text article, a documentary film, or a live event.

- Institutional change
- Network change
- Individual change
- Media amplification

# Media Impact Model



# What impact tracking does

- **Reputation building:** Categorize and organise achievements and realworld impact in order to demonstrate your value to your audience. How might you use it to build trust?
- Editorial strategy: Tracking and measuring the impact of editorial content can shed light on effective reporting, engagement, and distribution strategies. How might you deepen your storytelling?
- Institutional support: Grant applications and grant reporting often require documentation and measurement of demonstrated impact, and impact tracking helps organise and present these qualitative data visually. How might you use to report on existing grants or obtain new funding?

# Impact Tracking for LINA Members

A framework and tool to measure impact

# IMPACT ARCHITECTS IMPACT TRACKER ONBOARDING 2023

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# How it works

DEFINE

### BUILD

### Define impact

- What does impact look like for you?
- Develop indicators and framework that tell you if you're having impact
- What change to the status quo do you want to see as a result of your work?

### Build the tool

- Intake form (URL-based and can be saved as an app to iOS and Android devices)
- A simple spreadsheet that holds your data
- Customize your dashboard that connects to and visualizes your dataset

### Track impact

 How are you building a culture of impact? inclusive process

TRACK

- What workflow reflects your impact culture and supports tracking over time?
- Is this owned by one person, or many?

# What is the Impact Tracker?

The IA Impact Tracker is a digital platform to help news organisations, funders, and other stakeholders understand the impact of journalism by defining, measuring, and tracking real world change.



# Qualitative impact tracking workflow

Individuals provide impact data via a Google form on a regular basis. That form populates a dataset that feeds into the Impact Tracker dashboard.

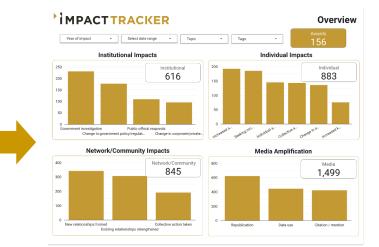
IA Impact Tracker Template
rosemary@theimpactarchitects.com Switch account ⓒ Not shared
Description of impact Please describe in one sentence the impact you are recording. Your answer
When did the impact happen? Date mmi/dd/yyyy
Type of impact Please identify if this impact affected an individual, a community or network, an institution, across other media, or was an internal impact. Some impacts might be a combination of more than one category of impact.
Individual Did this impact happen at the level of an individual, for example someone in the audience or a community member?

Choose

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	Description of impact	When did the impact hap	Individual	Network/Community	Institutional	Media
	Description of what happ	5/2/2018				Republication
	Description of what happ	5/3/2018				Republication
	Description of what happ	5/3/2018		New relationships formed	i i	
	Description of what happ	5/4/2018				Republication
	Description of what happ	5/5/2018	Individual action taken		Change in corporate/priv	Citation / mention
	Description of what happ	5/6/2018	Collective action taken (e	.g., protest participation)	Public official responds	Citation / mention
	Description of what happ	5/7/2018		New relationships formed	t	Citation / mention
	Description of what happ	5/7/2018	Seeking more information	Existing relationships stre	Government investigation	Citation / mention
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1	Description of what happ	5/8/2018	Increased awareness	Existing relationships stre	Government investigation	Citation / mention
2	Description of what happ	5/9/2018				
3	Description of what happ	5/9/2018	Increased knowledge	Existing relationships stre	Change in government p	Data use
1	Description of what happ	5/10/2018		Existing relationships stre	ngthened	Citation / mention
5	Description of what happ	5/10/2018		New relationships formed	Public official responds	
3	Description of what happ	5/11/2018	Seeking more information	New relationships formed	Change in government p	Data use
	Description of what happ	5/12/2018	Seeking more information	New relationships formed	Change in government p	Republication
3	Description of what happ	5/12/2018	Increased awareness	Existing relationships stre	Government investigation	Citation / mention
9	Description of what happ	5/13/2018	Increased awareness	New relationships formed	Public official responds	Republication
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1	Description of what happ	5/14/2018	Increased awareness	New relationships formed	Public official responds	Citation / mention
2	Description of what happ	5/14/2018				Data use
3	Description of what happ	5/15/2018	Individual action taken		Change in corporate/priv	Republication
1	Description of what happ	5/15/2018	Seeking more information	New relationships formed	Public official responds	Republication
5	Description of what happ	5/16/2018	Individual action taken	Existing relationships stre	Change in government p	Data use
3	Description of what happ	5/17/2018				
7	Description of what happ	5/18/2018	Collective action taken (e	Existing relationships stre	Change in government p	Citation / mention
8	Description of what happ	5/18/2018		New relationships formed	t i	Citation / mention
9	Description of what happ	5/19/2018	Collective action taken (e	New relationships formed	Change in government p	olicy/regulation
80	Description of what happ	5/19/2018	Individual action taken	New relationships formed	Change in government p	Citation / mention

IA Impact Tracker Template (Responses) 🕁 📧 🔗





Customizable Google-based platform that organises and displays your organisation's impact at the structural, community, and individual levels.

Information is transformed into a visual, interactive, qualitative data set.

Find out more : https://www.theimpactarchitects.com/impact-tracker

# **Impact Tracker Data Input**

