

URL Impact Framework

Impact Area	Outcome	Outcome definition	Quantitative or Qualitative	Indicators	Indicator definitions	Data source	URL or URL network member provides?	Data collection frequency	
Impact Areas for URL Network Members									
Individual	Audience trust and relationship	URL partner organizations build trust-based relationships with audience/community members.	Quantitative	Increase in audience size		audience analytics (e.g., GA4, Nielsen, etc)	URL network member	yearly	
				% increase in members/subscribers	Increases in the number of individual members/subscribers	Members/subscriber database	URL network member	yearly	
				% increase in newsletter subscribers	Percentage increase in newsletter subscribers annually	Newsletter analytics platform	URL network member	yearly	
				% increase in social media followers	Percentage increase in social media followers annually				
				% increase unique users (monthly)	Percentage increase in number of unique users visiting website from month to month	Analytics tool	URL network member	yearly	
				Events: Attendance (# attendees)	# attendees of relevant org events	URL network org event platform	URL network member		
			Qualitative	Audience member replies to story/contacts news outlet and shares experience of community belonging facilitated by the org (event attendance, joining group, etc)		offline impact tracking	URL network member	ongoing/yearly	
				Audience member states why they became a member/supporter/subscriber		offline impact tracking	URL network member	ongoing/yearly	
				Audience member states how URL network org provided critical information for their life		Offline impact tracking	URL network member		
				Audience member states why they donate/became a member or support URL network org		Surveys, responses to stories, text line, offline impact tracking	URL network member	ongoing offline impact tracking, yearly audience survey	
	Audience member replies to story or shares experience/favorability of coverage from URL network org			Surveys, Slack channel, responses to stories, text line, offline impact tracking	URL network member	ongoing offline impact tracking, yearly audience survey			
		Events: Feedback (Identify key questions prior to event--positive reviews, increased awareness of issues, likelihood of subscribing, became a donor, etc)		Event survey	URL network member	ongoing			
	Knowledge			Quantitative	Website: Engagement (time on site, session duration for relevant content)	The total duration of a user's time on a page from entry to exit or timing out (set at 30 minutes).	URL network org analytics tool	URL network member	monthly
					Social: Engagement (average engagement rate, % increase)	Average engagement rate (likes, comments, shares) by platform (Facebook, Instagram, Twitter/X, LinkedIn, TikTok)	URL network org social analytics tool	URL network member	monthly
					Newsletter: Engagement (click through rate, open rate % increase)	% increase in open rate and click through rate of org newsletter/email blasts	URL network org email platform	URL network member	monthly
Qualitative				Direct audience feedback		Offline impact tracking	URL network member	ongoing offline impact tracking	
				Increased knowledge in target audience		Surveys, Slack channel, responses to stories, text line, offline impact tracking	URL network member	ongoing offline impact tracking, yearly audience survey	
				Direct audience feedback		Offline impact tracking	URL network member	ongoing offline impact tracking	
Self-efficacy	URL partner organization audience members feel like they know how to contribute to solutions, and believe that what they do will ameliorate the problem.		Quantitative	n/a					
			Qualitative	Surveyed changes in self efficacy on issue in target geography		Surveys, Slack channel, responses to stories, text line, offline impact tracking	URL network member	ongoing offline impact tracking, yearly audience survey	
				Audience members respond directly to content, indicating increased self-efficacy.		Offline impact tracking	URL network member	ongoing offline impact tracking, yearly audience survey	
Action	URL member organization audience members take action to address problem(s) and/or solutions identified in		Qualitative	# of comments indicating action received by URL network org		Offline impact tracking	URL network member	ongoing offline impact tracking	
				Audience member uses content at public event or meeting		Survey, offline impact tracking	URL network member	ongoing offline impact tracking	
				Audience member contacts news outlet to share reaction		Survey, offline impact tracking	URL network member	ongoing offline impact tracking	
				Audience member takes action such as sharing online with local community, starting a petition, writing policymaker, demonstrating, etc.		Survey, offline impact tracking	URL network member	ongoing offline impact tracking	

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		reporting.	Quantitative	Audience member uses the information from funded story when voting		Survey, offline impact tracking	URL network member	ongoing offline impact tracking
				Audience member replies to story/contacts news outlet and shares experience of community belonging (event attendance, joining group, etc)		Offline impact tracking	URL network member	ongoing offline impact tracking
				Direct audience feedback			URL network member	
Community/Network	Strengthened community networks	Networks - formal or informal - use content to further their own work and build power.	Quantitative	# content cited on websites, briefings, events, testimonials		Media monitoring	URL network member	monthly
				# content shares by advocacy organizations on social media		Impact tracking	URL network member	monthly
				# content shares by advocacy organizations in newsletters		Impact tracking	URL network member	monthly
			Qualitative	Feedback from community partners		URL member survey, offline impact tracking, anecdotal feedback	URL network member	
	New community networks	Individuals come together around content and form a new network to engage in shared work.	Quantitative	Network formation	New relationships formed	Network analysis	URL network member	monthly
Qualitative			n/a					
Institutional	Institutional change	Content contributes to community-led institutions taking action and increasing their power Content results in corporate institutions changing their positions, policies, and/or actions. Content results in government and/or political institutions changing their positions, policies, and/or actions.	Qualitative	Content cited by community-led institution		Offline impact tracking	URL network member	ongoing
				Content cited by corporate official		Offline impact tracking	URL network member	ongoing
				New corporate policy or regulation		Offline impact tracking	URL network member	ongoing
				Content cited by government official		Public records, public statements (offline impact tracking)	URL network member	ongoing
				New policy or regulation proposed		Public records, public statements (offline impact tracking)	URL network member	ongoing
				New policy or regulation passed		Public records, public statements (offline impact tracking)	URL network member	ongoing
Media Amplification	Brand awareness	URL member organizations engage in new partnerships for content or existing partnerships are strengthened Content is republished and/or cited by other media, with direct reference to the originating publication/organization.	Quantitative	# pieces produced through partnerships			URL	monthly
				# pieces republished by other publications		Content is republished/cited by local, state, or national media.	Google alerts, tracking pixel (if applicable) of URL network member	URL and URL network member
			Qualitative	Type and size of other publication republishing URL network member work		Local/state/national media outlet that is print/digital/broadcast		URL and URL network member
	Agenda setting	URL member organization content is republished and/or cited by other media, with or without direct reference to the originating publication/organization.	Quantitative	# pieces republished by other publications	Content is republished/cited by local, state, or national media.		URL and URL network member	monthly
				# mentions of the story in other publications/outlets	Content is mentioned in other local, state, or national media.		URL and URL network member	monthly
Qualitative			# times journalists contacted to be experts as a result of their coverage n/a	Journalists are contacted for interviews in other media post-publication.		URL and URL network member	monthly	
Thought leadership	URL engages as a thought leader		Quantitative	# URL network member citations in media, curricula, etc		Google alerts, offline impact tracking	URL and URL network member	ongoing
				# URL and network member speaking engagements (panel speaker/moderator, briefings, etc)		Offline impact tracking	URL and URL network member	ongoing
			Qualitative	URL and network member engages with new/existing partners		Offline impact tracking	URL and URL network member	ongoing
				# or type of awards received for URL and network member reporting		Offline impact tracking, alerts from award panels	URL and URL network member	ongoing

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URL Organizational Impact	Revenue	URL members and URL increase revenue	Quantitative	% increase in advertising revenue	Total amount of advertising revenue, as well as total amount of partner allocated dollars from ad deals, the increase in revenue that URL provides to its partners year over year, and total # of partners that receive ad revenue		URL and URL network member	
				% increase in membership	Increases in the number of individual members	Org tool (Salesforce, etc)	URL and URL network member	yearly
				% increase in number of donors	Increases in the number of individuals donating	Org tool (Salesforce, etc)	URL and URL network member	yearly
				% increase in individual revenue		Org tool (Salesforce, etc)/Budget reporting	URL and URL network member	yearly
				% increase in revenue	Percentage increase in revenue for Org annually	Org tool (Salesforce, etc)/Budget reporting	URL and URL network member	yearly
				% increase in institutional revenue	Percentage increase in revenue for grantee from philanthropic sources	Org tool (Salesforce, etc)/Budget reporting	URL and URL network member	yearly
			Qualitative	n/a				
	Audience	Aggregate of URL network member increases in core audience size as a result of content and/or engagement	Quantitative	% increase in membership	Increases in the number of individual members		URL and URL network member	yearly
				% increase in newsletter subscribers	Percentage increase in newsletter subscribers annually		URL and URL network member	yearly
				Unique users (monthly)	Number of unique users visiting website in 30 day period.	Analytics tool	URL and URL network member	yearly
				Event attendees	Number of individuals attending virtual/in-person events	Salesforce, Eventbrite, etc	URL and URL network member	yearly
				Event engagement	Feedback on org member events	Surveys (SurveyMonkey, etc), Eventbrite	URL and URL network member	yearly
								yearly data, survey, etc