

# MEDIA RELATIONS SCORECARD

from Shannon O'Neil

## MEDIA MENTIONS

TOTAL  
MEDIA  
MENTIONS

HEADLINE  
MENTIONS

BODY COPY  
MENTIONS

### QUALITY OF MENTIONS

Less  
Authority



More  
Authority

## QUALITY OF COVERAGE

### MESSAGE ACCURACY



Less  
Accurate

More  
Accurate

### AUDIENCE ACCURACY



Less  
Accurate

More  
Accurate

### MESSAGE TONE



Negative

Positive

## AUDIENCE REACH & ENAGEMENT



LIKES

SHARES

COMMENTS



LIKES

SHARES

COMMENTS

### TOTAL AUDIENCE REACH

IMPRESSIONS FROM  
IN PUBLICATIONS



LIKES

SHARES

COMMENTS



LIKES

SHARES

COMMENTS

IMPRESSIONS FROM  
SOCIAL MEDIA

## WEB TRAFFIC

VISITS

DIRECT TRAFFIC

AVG. TIME

IMPRESSIONS

REFERRALS

AVG. PAGES

CONVERSIONS:

EMAIL SIGN-UPS

CONTACT FORMS