

ACS Media Monitoring Tracker

The **ACS Media Monitoring Tracker** is a practical, easy-to-use tool that aligns with the ACS Media Guide and your organization's current communication best practices to help teams track media mentions, monitor tone, follow up effectively, and measure engagement over time.

Use the ACS Media Monitoring Tracker to:

- ▶ Inform communication strategy (what outlets or reporters to engage)
- ▶ Highlight stories in internal and external communication pieces
- ▶ Celebrate media wins internally and externally
- ▶ Refine outreach approach to improve message alignment and impact

Instructions for Using the ACS Media Monitoring Tracker

Set-Up (One-Time)

1. Create the tracker in your preferred platform (Excel, Google Sheets, or SharePoint, or download and use the template online here)
2. Add column filters to each section for easy sorting (e.g., by date, outlet, topic, or tone)
3. Assign a designated team member responsible for maintaining the tracker (e.g., Communication Lead or other)
4. Create Google Alerts or use another tracking software (e.g., Muck Rack, Meltwater) to monitor mentions

Step 1: Input Media Mentions

- ▶ Monitor regularly using one or more of the following:
 - Google Alerts (set up keywords including your organization name, CEO, and other spokesperson names, and other words that might uniquely identify your organization)
 - PR software (Meltwater, Muck Rack, Cision, or similar)
 - Manual search (social media, local outlets, partner organizations' coverage)
- ▶ For each new media mention, enter the details outlined in the Tracker

www.advocacyandcommunication.org

For more information about ACS, please contact us at info@advocacyandcommunication.org. Follow us on [LinkedIn](#).

Cleveland
1277 West 104th St.
Cleveland, OH 44102

Columbus
2612 Zollinger Road
Columbus, OH 43221

Washington, DC
300 New Jersey Avenue, NW
Suite 900, PMB 9005
Washington, DC 20001

Phoenix
207 North Gilbert Road
Suite 007
Phoenix, AZ 85234

Step 2: Evaluate Content and Tone

- ▶ Identify if the story aligns with your organization's specific goal for that coverage (i.e., a positive story about a program or issue)
- ▶ Note if the organization or any partner was explicitly mentioned
- ▶ Assess the tone
 - Positive
 - Neutral
 - Negative
- ▶ Check if the key messages or quotes from your press release or talking points were used

Step 3: Log Follow-Up Action(s)

- ▶ Record whether a follow-up is needed, such as:
 - A thank you note to the journalist
 - A clarification request or data correction
 - An offer of or request for an interview, data, or photo opportunity
- ▶ Track who is responsible, what was done, and when

Step 4: Measure Reach and Impact

- ▶ Estimate audience reach (from platform data analytics or targeted outlets' distribution numbers)
- ▶ Log any social media shares
- ▶ Indicate if:
 - The story was shared internally
 - It was posted on your website
 - It was included in a board or funder update

Step 5: Conduct Monthly Review

- ▶ At the end of each month, the designated team member should:
 - Summarize media wins and themes
 - Identify trends in coverage (e.g., topic areas getting attention)
 - Share a brief report with leadership and/or include in internal communication

Download and use the template online [here](#) to create your own Media Monitoring Tracker!