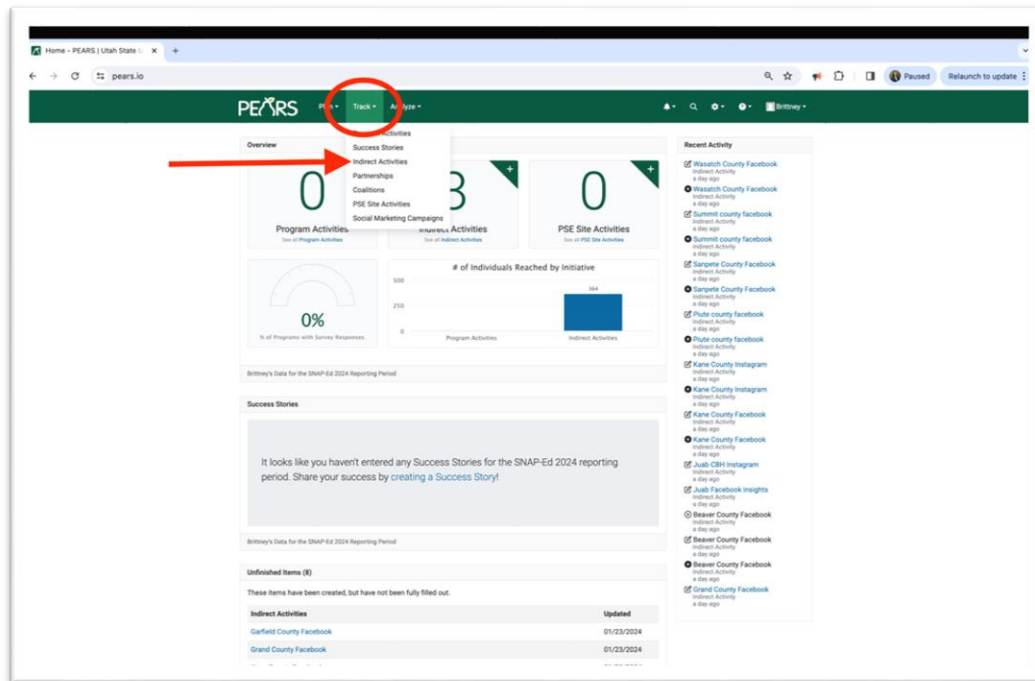


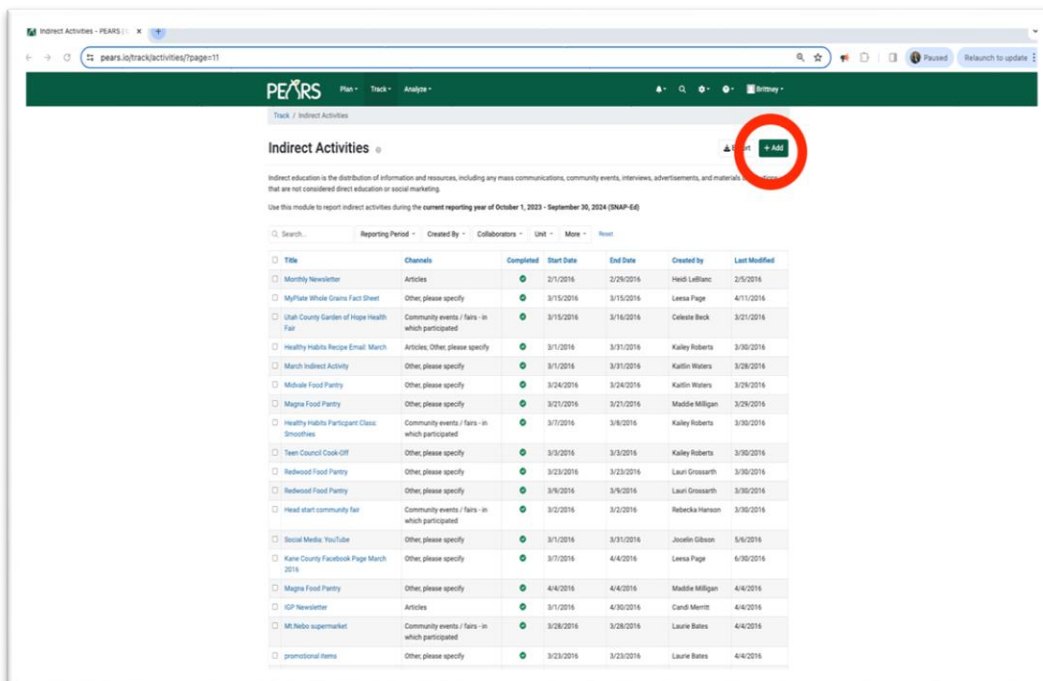
# Social Media PEARS Reporting

Step 1: Log into your PEARS account (<https://pears.io/>)

Step 2: Click on “Indirect Activities” in the “Track” tab of the top menu bar



Step 3: Click “Add” in the top right corner



**Step 4: Fill in the information with the following (refer to screenshot for an example)**

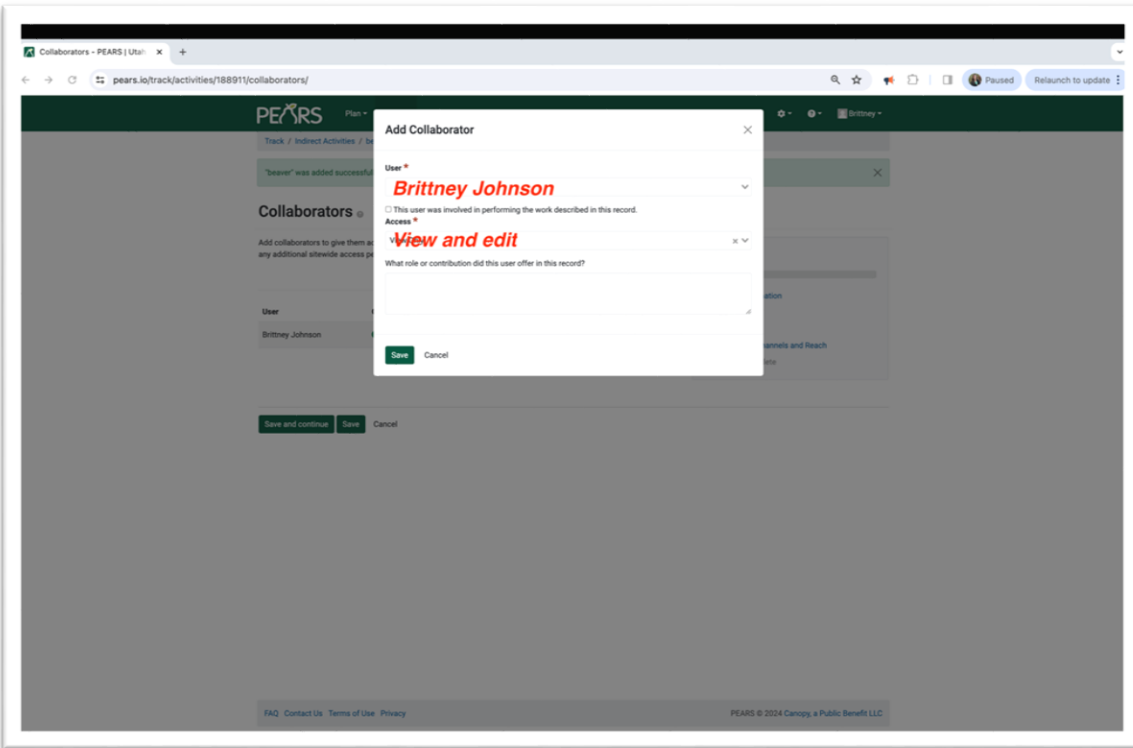
- **Title:** Your county name, specify if this is a Facebook or Instagram page
- **Project name:** Create Better Health
- **Intervention name:** Create Better Health Social Marketing
- **Unit:** select your county
- **Did this activity include a food demonstration/taste test?** NO
- **Intervention topics:** Select “Myplate food group and portions for a healthy eating pattern” and any others you would like to add.
- **Languages:** English, select Spanish too if this is a Spanish page
- **State date:** Oct 1
- **End date:** Sept 30
- **CLICK SAVE AND CONTINUE**

The screenshot shows the PEARs web application interface. The browser address bar displays 'pears.io/track/activities/add/'. The page has a green header with the PEARs logo and navigation links: Plan, Track, and Analyze. Below the header, a breadcrumb trail reads 'Track / Indirect Activities / General Information'. The main content area is titled 'General Information' and contains several form fields:

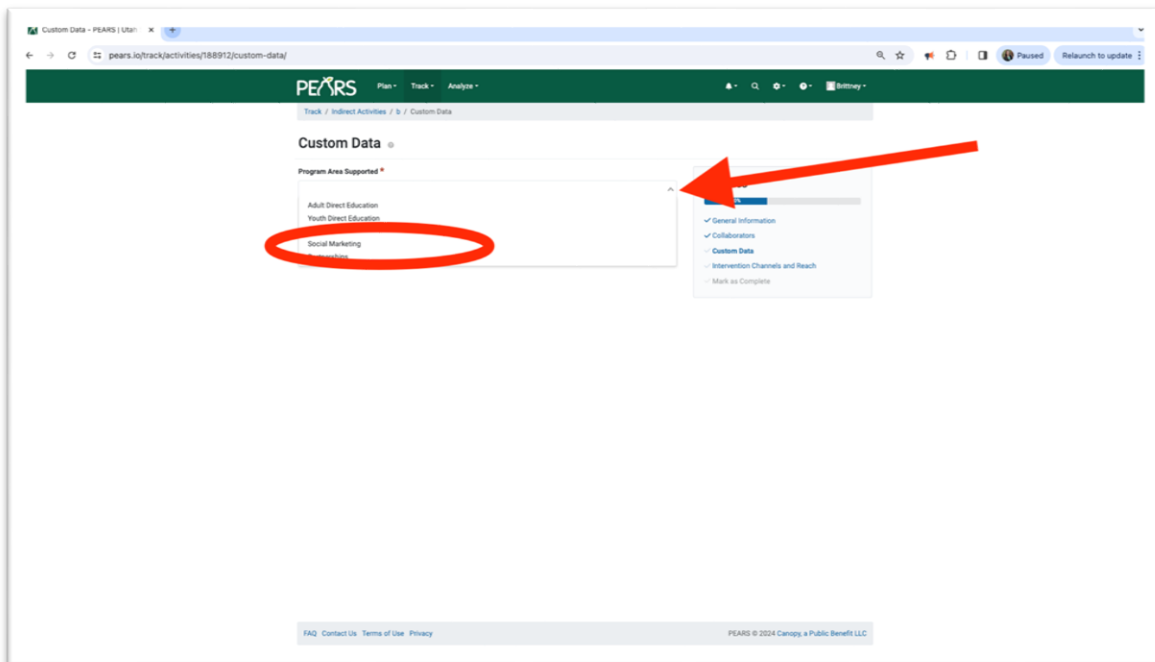
- Title \***: Beaver County Facebook
- Project name \***: Create Better Health
- Intervention name \***: Create Better Health Social Marketing
- Unit \***: Beaver County
- Did this activity include a food demonstration/taste test?**: NO
- Intervention topics**: MyPlate food groups and portions for a healthy eating pattern
- Languages \***: English, Add Spanish IF APPLICABLE
- Activity Date Range**: Start date Oct 1st, End date Sept 30
- Comments**: A text area for additional comments.

On the right side of the form, there is a 'Progress' sidebar with a progress bar and links to 'General Information', 'Collaborators', 'Intervention Channels and Reach', and 'Mark as Complete'.

**Step 5: Click on “Add Collaborator” and add Brittney Johnson as a collaborator, select “View & Edit”. Click save and continue.**



**Step 6: Click the drop down menu and select “Social Marketing”, click save and continue.**



**Step 7: Click “Add Intervention Channel” EACH MONTH YOU WILL COME HERE AND ENTER A NEW INTERVENTION CHANNEL TO REPORT EACH MONTH’S REACH COUNT.**

The screenshot shows the PEARs web application interface. At the top, there's a navigation bar with 'PEARs' logo and tabs for 'Plan', 'Track', and 'Analyze'. Below this, a breadcrumb trail indicates the current location: 'Track / Indirect Activities / 5 / Intervention Channels and Reach'. A green notification bar at the top states 'Your response has been successfully saved.' The main heading is 'Intervention Channels and Reach'. Below this, a sub-heading explains that indirect education can occur through various channels and that users should specify all channels used. The 'Intervention Channels' section currently shows 'No intervention channels currently reported.' A red circle highlights the '+ Add Intervention Channel' button. To the right, a 'Progress' bar shows 60% completion. Below the progress bar, a list of sections is shown: 'General Information' (checked), 'Collaborations' (checked), 'Custom Data' (checked), and 'Intervention Channels and Reach' (checked). At the bottom, there are 'Save and continue', 'Save', and 'Cancel' buttons. The footer contains links for 'FAQ', 'Contact Us', 'Terms of Use', and 'Privacy', along with the copyright notice 'PEARs © 2024 Canopy, a Public Benefit LLC'.

**Step 8: Fill in the information with the following (refer to screenshot for an example)**

- **Intervention channel:** select “Social Media (e.g. Facebook, Twitter, and Pinterest)”
- **Description:** Name of month and year
- **Site:** Search for your county Facebook page
- **Estimated # of unique individuals reached:** Enter the reach count here **(FIND THIS NUMBER IN META FACEBOOK, SEE PAGE 6-7 FOR GUIDANCE)**
- **Estimated # of new individuals reached:** 0, **ALWAYS** ENTER A ZERO FOR THIS SECTION
- **Source of reach data:** Select “Commercial market data on audience size”
- **CLICK SAVE**

PEARs

Plan Track Analyze

Track / Indirect Activities / g / Intervention Channels

Your response has been successfully saved.

### Intervention Channels and Reach

Indirect education can occur through a variety of channels with different audiences and reach. Please specify all channels used for this activity using the table below.

#### Intervention Channels

No intervention channels have been added yet.

Save and continue Save Cancel

**Add Intervention Channel**

Intervention channel \*

Social Media (e.g. Facebook, Twitter, and Pinterest)

Description

October 2024

Site

Beaver County Facebook

Estimated # of unique individuals reached \*

42 (find this number in Meta Facebook)

Estimated # of new individuals reached \*

0

Estimated number of individuals not reached by a corresponding Program Activity, PSE Site Activity, or Social Marketing campaign. Should be less than or equal to the total # of individuals reached.

Source of reach data \*

Commercial market data on audience size

Save Cancel

Progress

60%

- General Information
- Collaborators
- Custom Data
- Intervention Channels and Reach

Mark as Complete

FAQ Contact Us Terms of Use Privacy

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**Step 9: Click save and continue. You have now completed this monthly entry. DO NOT CLICK MARK AS COMPLETE. You will complete this entry at the end of the fiscal year (September 30) at this point there will be 12 entries under intervention channels, one for each month.**

PEARs

Plan Track Analyze

Track / Indirect Activities / h / Intervention Channels and Reach

Your response has been successfully saved.

The intervention channel "Articles" was removed successfully.

### Intervention Channels and Reach

Indirect education can occur through a variety of channels with different audiences and reach. Please specify all channels used for this activity using the table below.

#### Intervention Channels

+ Add Intervention Channel

Channel	Description	Site	Reach	Source	Actions
Social media (e.g. Facebook, Twitter, and Pinterest)	October 2024	Create Better Health Beaver County Facebook	42	Commercial market data on audience size	✕

Save and continue Save Cancel

Progress

60%

- General Information
- Collaborators
- Custom Data
- Intervention Channels and Reach

Mark as Complete

FAQ Contact Us Terms of Use Privacy

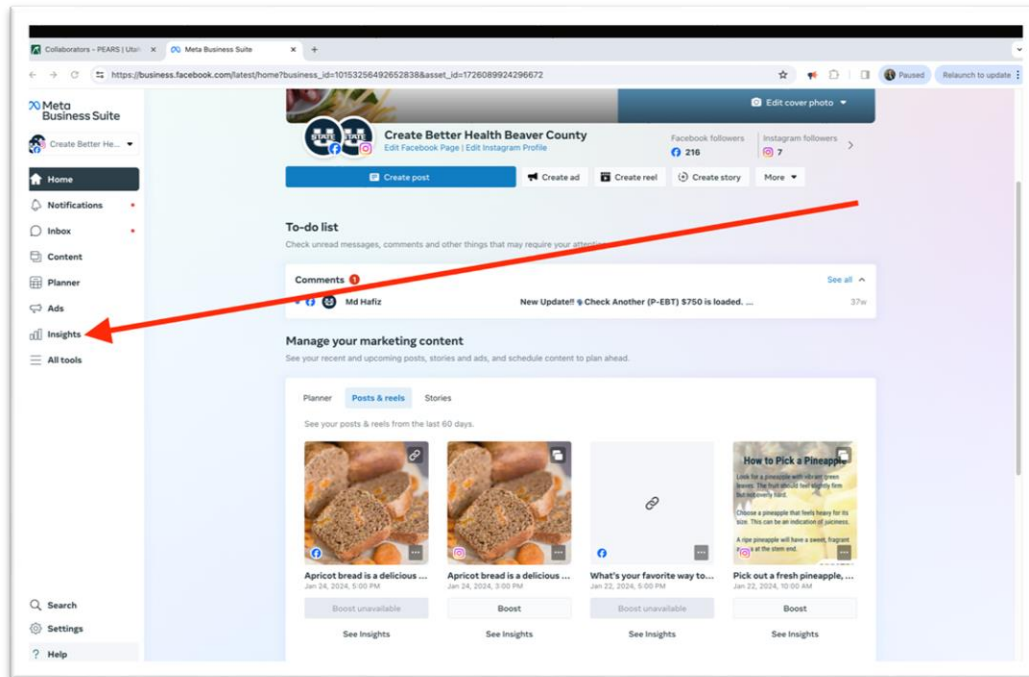
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**If you have questions about these instructions or about this process, please email [Brittney.johnson@usu.edu](mailto:Brittney.johnson@usu.edu) for support.**

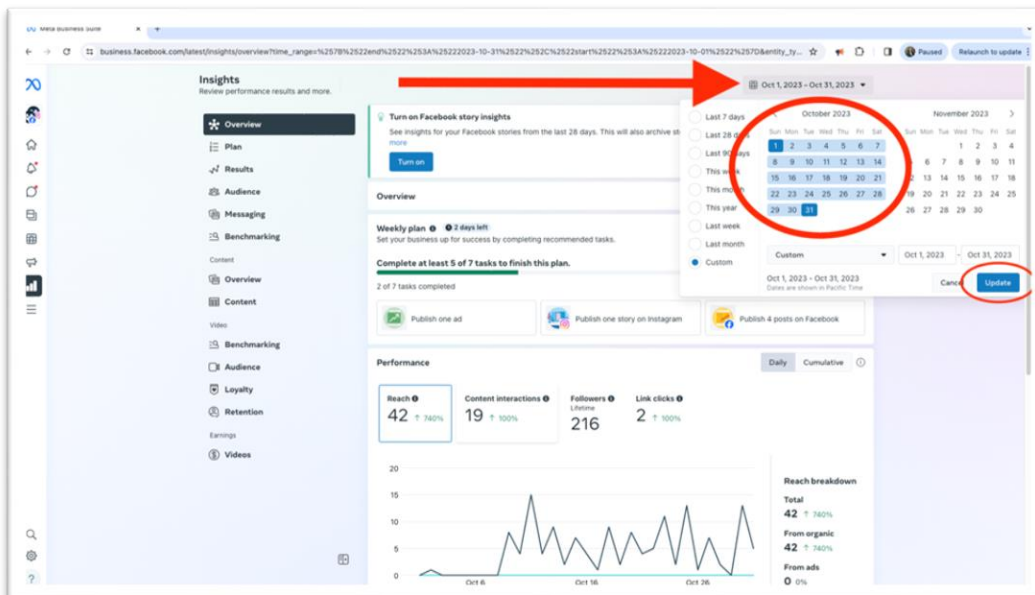
## Finding Monthly Reach Number In Meta Facebook

**Step 1: Log into Facebook Meta ([business.facebook.com](https://business.facebook.com)) with your Facebook personal log in credentials.**

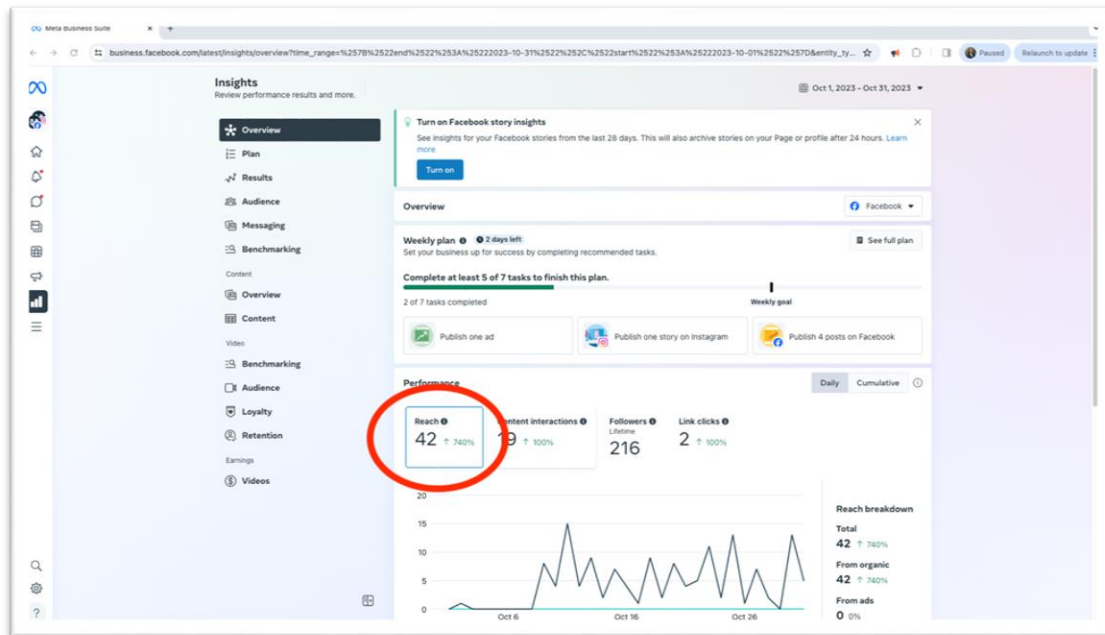
**Step 2: Click “Insights” on the left-hand bar menu**



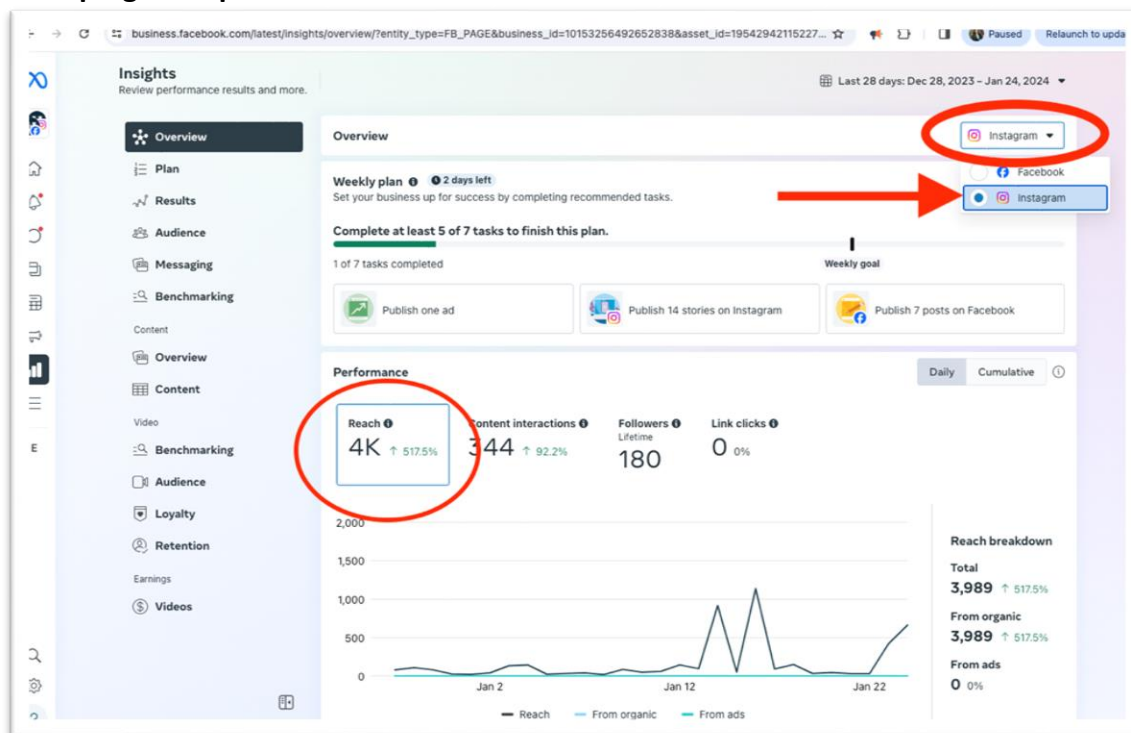
**Step 3: Select the specific data of interest (the month you are reporting), click “Update”.**



**Step 4: Find your reach number. USE THIS NUMBER TO REPORT IN YOUR MONTHLY PEARS INTERVENTION ENTRY.**



**\*If you have an Instagram account you will find the reach number by selecting "Instagram" in the top right drop down menu.**



**If you have questions about these instructions or about this process, please email [Brittney.johnson@usu.edu](mailto:Brittney.johnson@usu.edu) for support.**