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
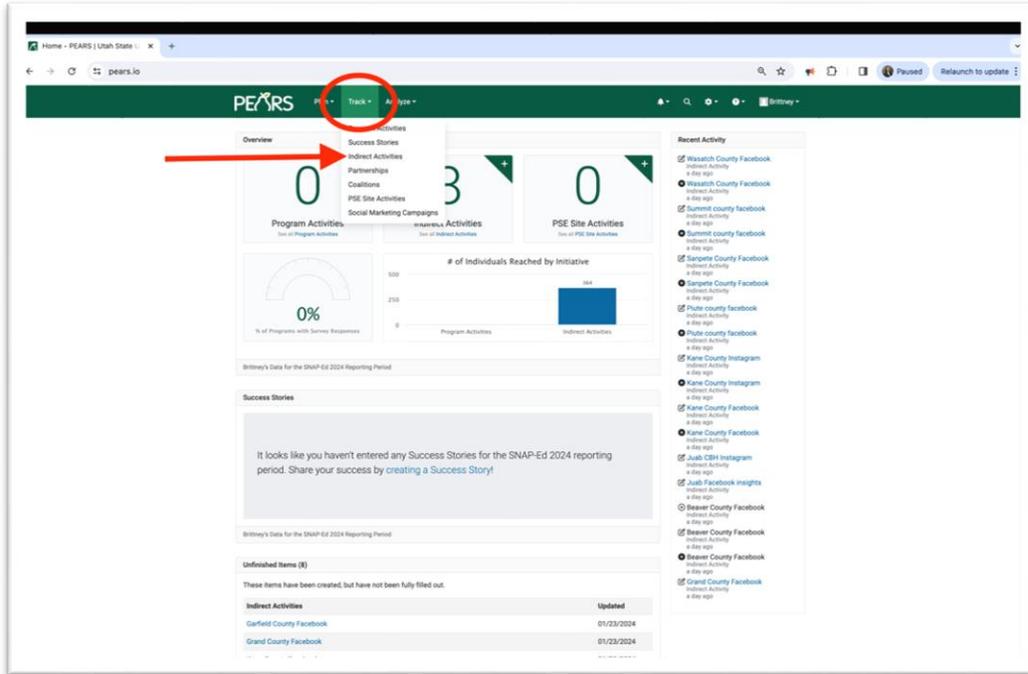
Step 3: Click "Add" in the top right corner
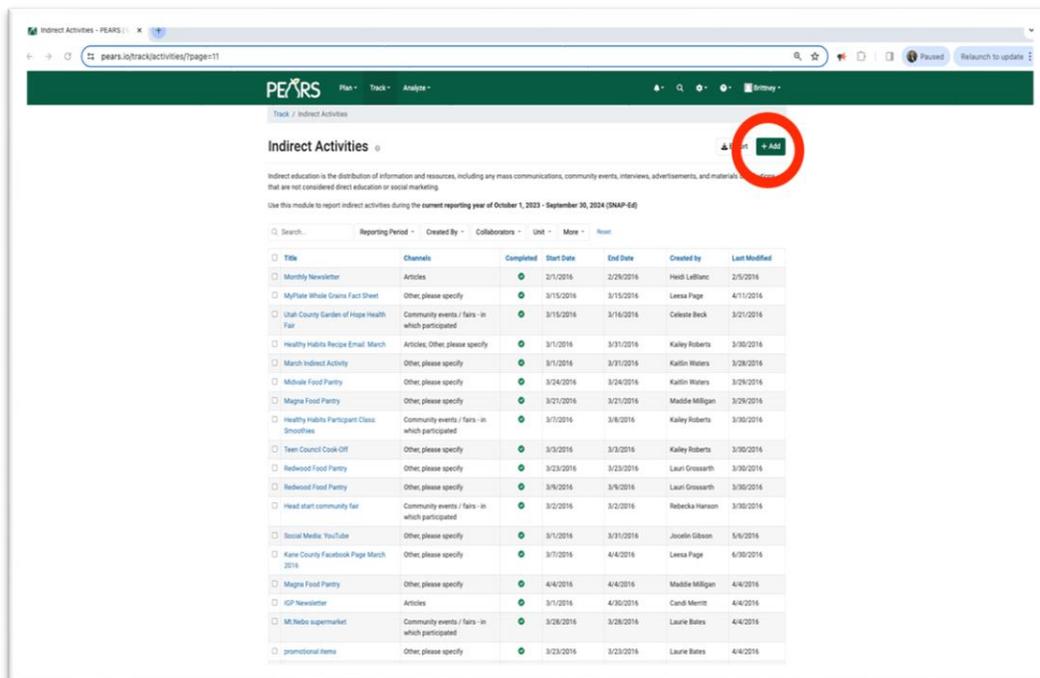
Step 4: Fill in the information with the following (refer to screenshot for an example)

- *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*

Step 5: Click on "*Add Collaborator*" and add Brittney Johnson as a collaborator, select "*View & Edit*". Click save and continue.
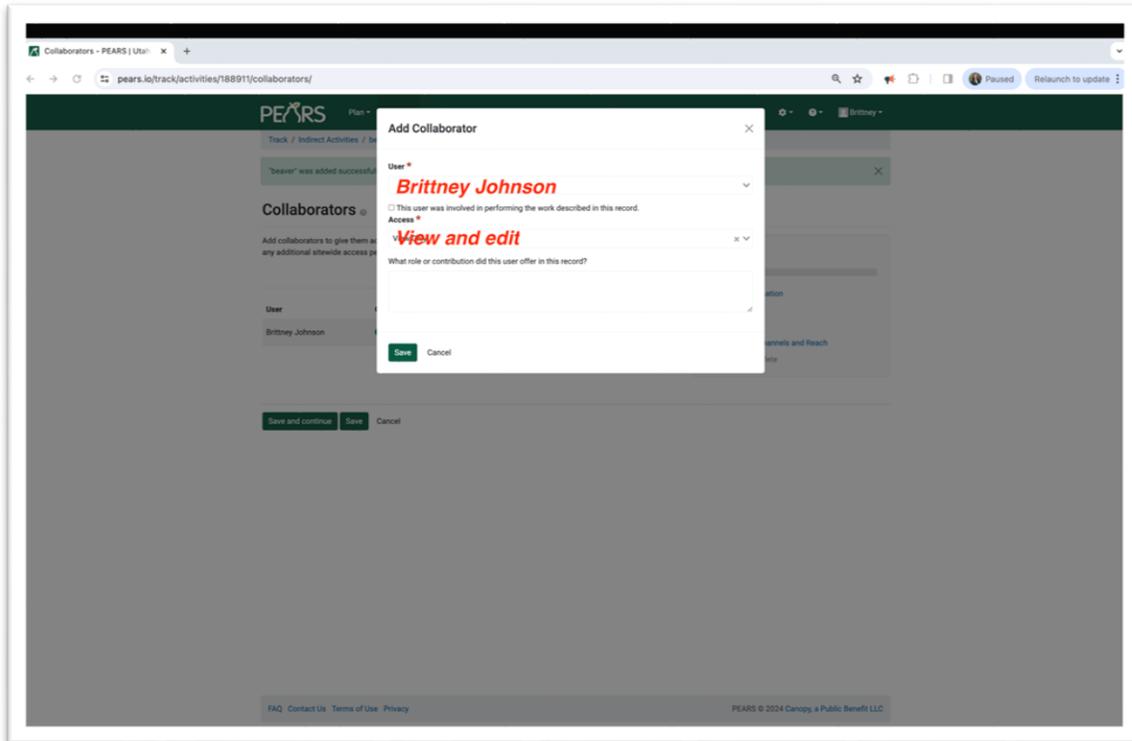
Step 6: Click the drop down menu and select "*Social Marketing*", click save and continue.
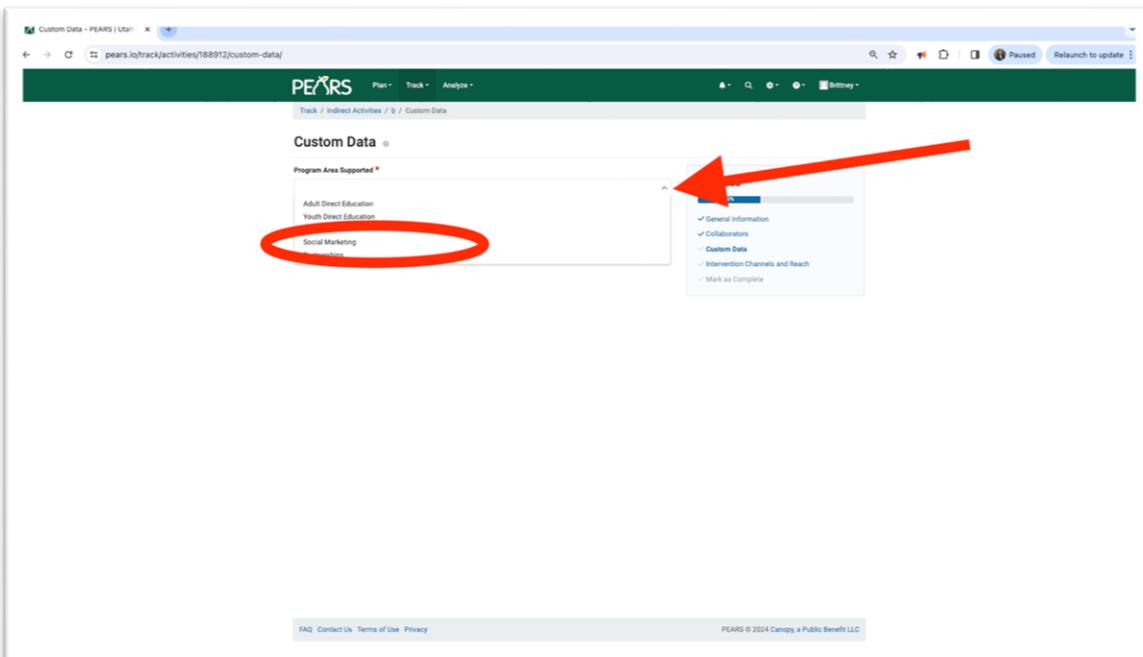
Step 7: Click "*Add Intervention Channel*" <mark>EACH MONTH YOU WILL COME HERE AND ENTER A NEW INTERVENTION CHANNEL TO REPORT EACH MONTH'S REACH COUNT.</mark>
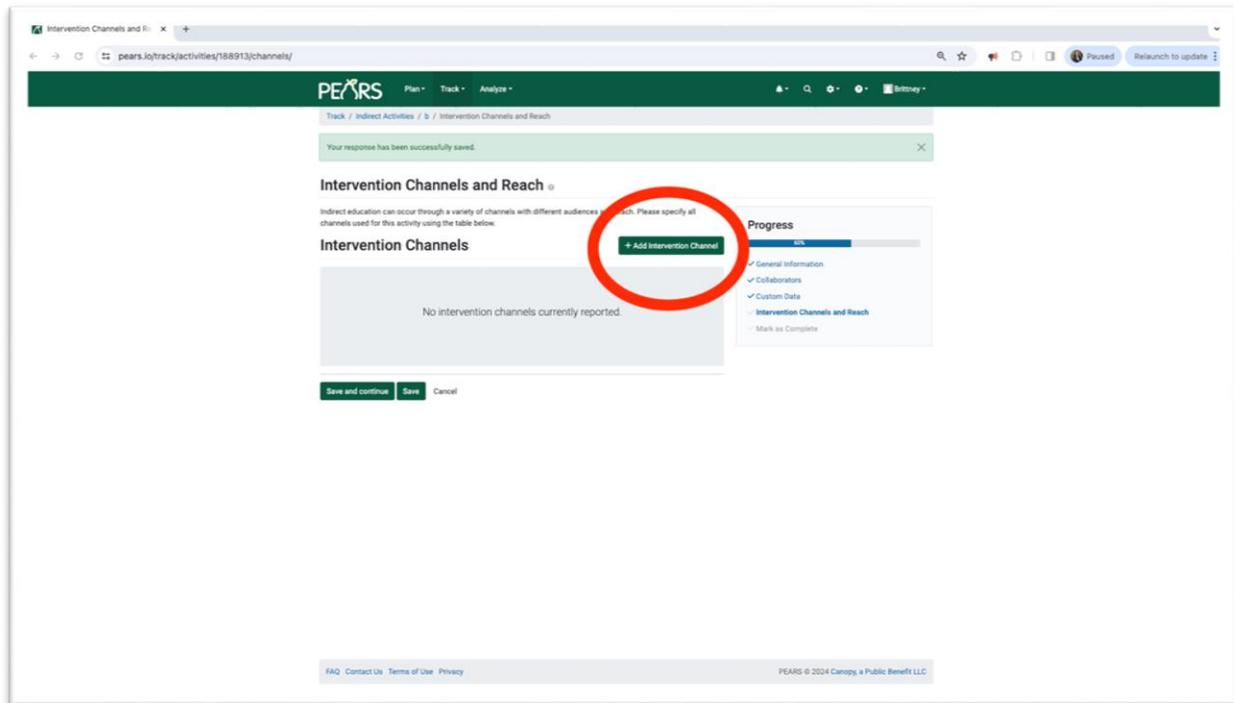
Step 8: Fill in the information with the following (refer to screenshot for an example)

- *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* <mark>(FIND THIS NUMBER IN META FACEBOOK, SEE PAGE 6-7 FOR GUIDANCE)</mark>
- *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***
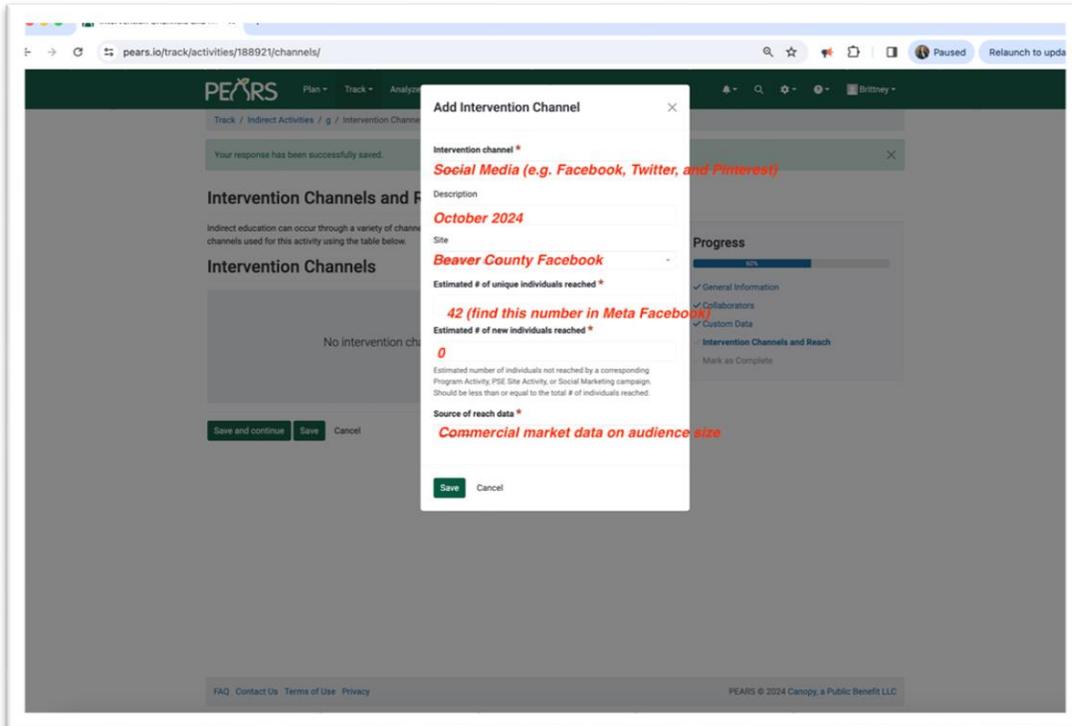
Step 9: Click save and continue. You have now completed this monthly entry. DO NOT CLICK MARK AS COMPLETE. You will complete this entry at the end of the fiscal year (September 30) at this point there will be 12 entries under intervention channels, one for each month.
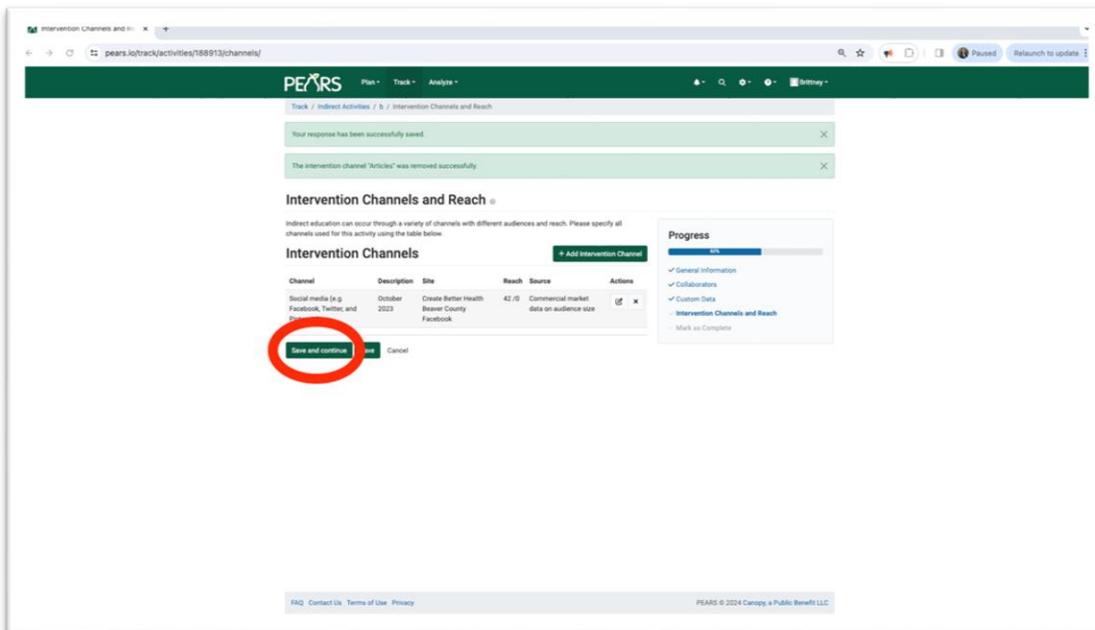
If you have questions about these instructions or about this process, please email Brittney.johnson@usu.edu for support.

Finding Monthly Reach Number In Meta Facebook

Step 1: Log into Facebook Meta (business.facebook.com) with your Facebook personal log in credentials.

**Step 2: Click "Insights" on the left-hand bar menu**
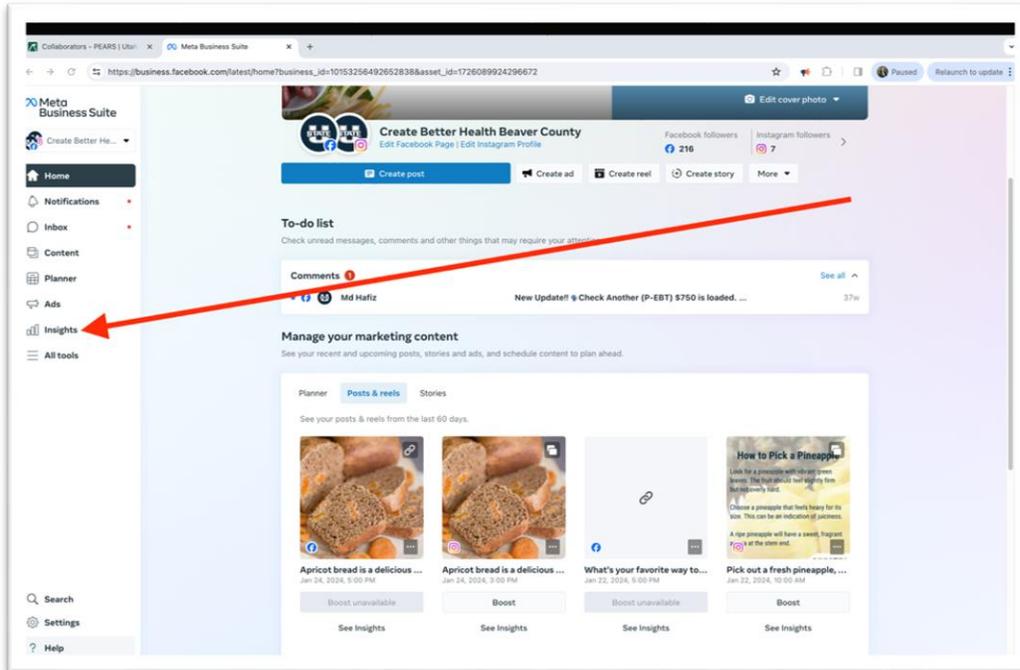
Step 3: Select the specific data of interest (the month you are reporting), click "Update".
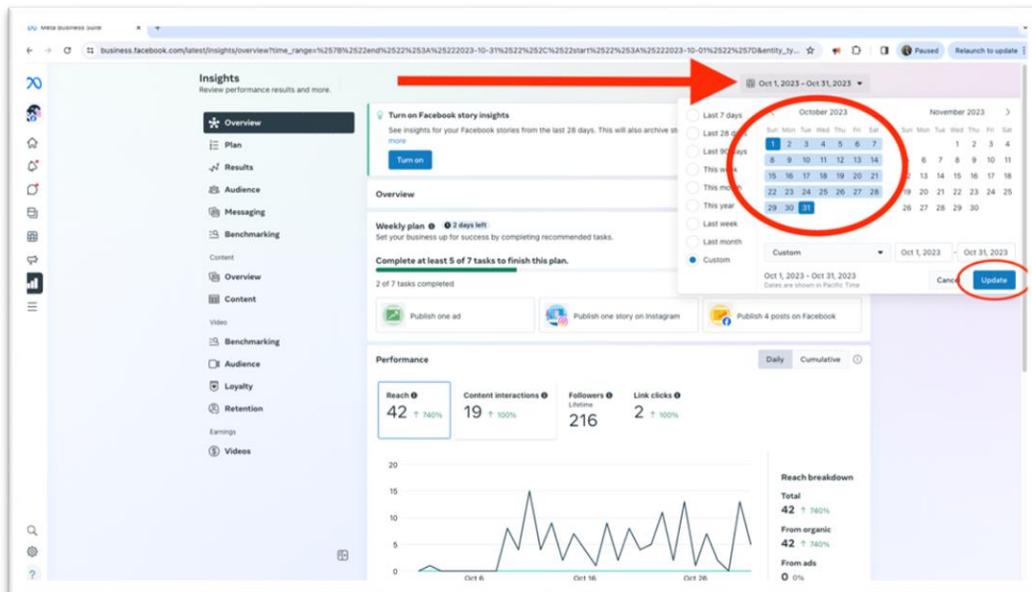
Step 4: Find your reach number. <mark>USE THIS NUMBER TO REPORT IN YOUR MONTHLY PEARS INTERVENTION ENTRY.</mark>
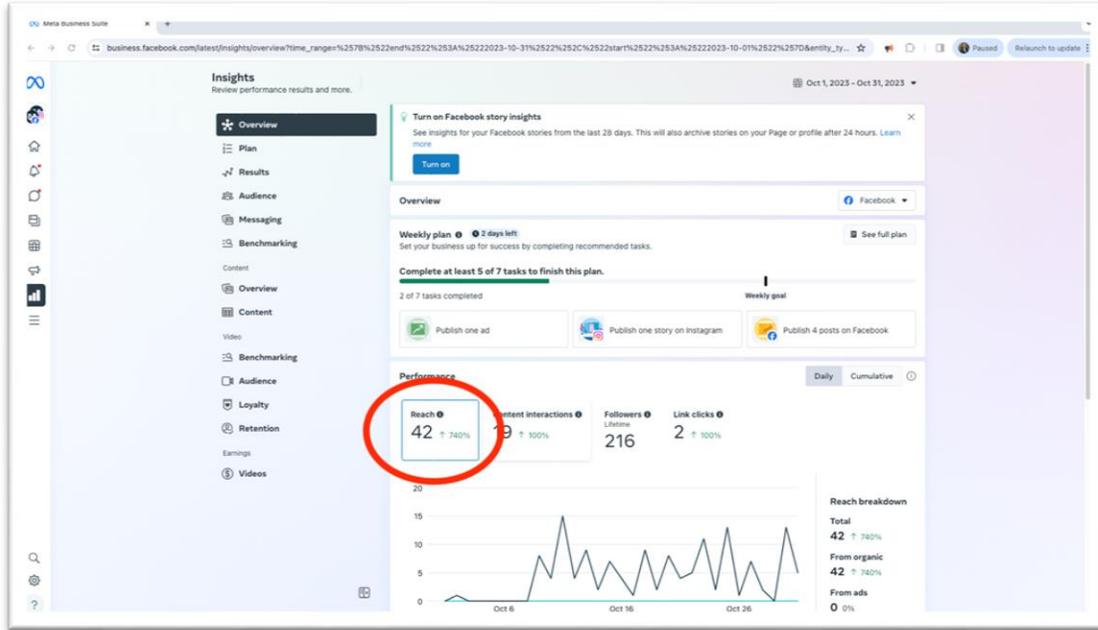
*If you have an Instagram account you will find the reach number by selecting "*Instagram*" in the top right drop down menu.

If you have questions about these instructions or about this process, please email Brittney.johnson@usu.edu for support.