

Evaluation of Enhancing HIV Prevention Communication and  
Mobilization Efforts through Strategic Partnerships

**Attachment 3b:**  
**Metrics Data Dictionary**

# **ACT** **against** **AIDS**

## AAA Metrics Dictionary

Compiled by: Sara Bresee, MPH, CHES and Ichhya Pant, MPH

Date last updated: 24 September, 2015

Contact information for all questions: Hannah Badal MPH, CHES and Ichhya Pant, MPH

## Contents

<b>AAA Metrics and General Guidelines.....</b>	<b>7</b>
Act Against AIDS Initiative.....	7
Purpose.....	7
Domains.....	7
How to use this document.....	10
<b>1. Materials.....</b>	<b>11</b>
Description.....	11
<b>2. Events.....</b>	<b>24</b>
Description.....	24
<b>3. Media Impressions.....</b>	<b>32</b>
Description.....	32
<b>4. Internet Ads.....</b>	<b>39</b>
Description.....	39
Type of Internet Ad.....	39
<b>5. Home Page Views.....</b>	<b>50</b>
Description.....	50
<b>6. Gettested.cdc.gov Data.....</b>	<b>53</b>
Description.....	53
<b>7. Media Monitoring.....</b>	<b>56</b>
Description.....	56
<b>8. Facebook Page-Level.....</b>	<b>59</b>
Description.....	59
<b>9. Facebook Post-Level.....</b>	<b>63</b>
Description.....	63
<b>10. Continuing Medical Education (CME).....</b>	<b>67</b>
Description.....	67
<b>11. Twitter - Page Level.....</b>	<b>69</b>
Description.....	69
<b>12. Twitter - Post Level.....</b>	<b>71</b>
Description.....	71
<b>13. Instagram.....</b>	<b>73</b>

Description..... 73

**14. Videos.....74**

Description..... 74

**15. Business Responds to AIDS (BRTA) Initiative Metrics.....76**

Description..... 76

## List of Acronyms

AAA	Act Against AIDS
BRTA	Business Response to AIDS
AAALI	Act Against AIDS Leadership Initiative
CBSA	Core Based Statistical Area
CDC	Centers for Disease Control and Prevention
CME	Continuing Medical Education
CTR	Click Through Rates
DHAP	Division of HIV and AIDS Prevention
HTW	HIV Treatment Works
KOL	Key Opinion Leaders
LGBT	Lesbian, Gay, Bisexual and Transgender
MAI	Minority AIDS Initiative
NPIN	National Prevention Information Network
OCAT	One Conversation At a Time
PIC	Prevention Is Care
PSA	Public Service Announcement
TCTT	Take Charge. Take the Test
TMUS	Testing Makes Us Stronger
Together	Let's Stop HIV Together
STSH	Start Talking. Stop HIV
URL	Uniform Resource Locator

## Relevant Resources

TITLE	DESCRIPTION
Media Dictionaries	Media dictionaries provide a list of campaign materials available for free download on the individual campaign websites and the AAA website. Examples include posters, banner ads, and an HIV testing locator widget. Each campaign has a detailed and short version of this document available as a campaign specific metrics guidance resource. Please contact your designated contact within the PCB Research and Evaluation team to request this resource.
PCB Database User Manual	Guidance document on the PCB Database which functions as an online web portal for AAA campaign staff, contractors, and evaluators to enter and query metrics data for each AAA campaign. Metrics data (e.g. events, materials or other data) can be entered directly by partner organizations, RTI, and CDC staff. Once entered, data can quickly be pulled into reports for analysis. The database has been designed to simplify data management and be user-friendly for all users. This User Manual provides step-by-step instructions for using the AAA Metrics Database.
PCB Database Training Materials	Training Materials available for the PCB database. Please contact your designated contact within the PCB Research and Evaluation team to request this resource.
CDC-INFO	<p>CDC-INFO is the CDC's national contact center, providing information to the public, healthcare providers, and public health professionals. CDC-INFO also manages the distribution of printed materials through the CDC-INFO On Demand ordering system. On Demand is a webpage where you can order or download CDC materials free of charge.</p> <p>Website URL: <a href="http://www.cdc.gov/cdc-info/">http://www.cdc.gov/cdc-info/</a></p>
Twitter Activity Dashboard by Twitter	<p>The Tweet activity dashboard is a tool you can use to learn more about your Tweets and how they resonate with your audience. For instance:</p> <ul style="list-style-type: none"> <li>▪ See how people engage with your Tweets in real time</li> <li>▪ Compare your Tweet activity, and see how it trends over time</li> <li>▪ Click on any Tweet to get a detailed view of the number of Retweets, replies, favorites, follows or clicks it receives</li> <li>▪ Download your Tweet metrics</li> </ul> <p><a href="https://support.twitter.com/articles/20171990#">https://support.twitter.com/articles/20171990#</a></p>
About Page Insights by Facebook	Since Pages are public spaces, your engagement with Pages is also public. We provide Page Insights to Page managers about

	<p>people's activity on their Page.</p> <p><a href="https://www.facebook.com/help/336893449723054/">https://www.facebook.com/help/336893449723054/</a></p>
Act Against AIDS Website	<a href="http://www.cdc.gov/actagainstaids/index.html">http://www.cdc.gov/actagainstaids/index.html</a>
NPIN Website	<a href="https://npin.cdc.gov/">https://npin.cdc.gov/</a>
Act Against AIDS Twitter Handle	<a href="http://www.twitter.com/talkhiv">www.twitter.com/talkhiv</a>
Act Against AIDS Facebook Page	<a href="https://www.facebook.com/ActAgainstAIDS">https://www.facebook.com/ActAgainstAIDS</a>
Act Against AIDS Instagram Page	<a href="http://www.instagram.com/ActAgainstAIDS">www.instagram.com/ActAgainstAIDS</a>
List of AAA Standard Metrics	<p>Standard metrics are collected across all campaigns which is then aggregated up to the overall AAA initiative level. The aggregated data sheds light on the overall status of instances such as total number of materials distributed or total number of HIV tests administered by the Act Against AIDS initiative. Please contact your designated contact within the PCB Research and Evaluation team to request this resource.</p>



# AAA Metrics and General Guidelines

---

## Act Against AIDS Initiative

*Act Against AIDS* (AAA) is a national initiative launched by the Centers for Disease Control and Prevention (CDC) and the White House to combat complacency about HIV and AIDS in the United States. Launched in 2009, *Act Against AIDS* focuses on raising awareness among all Americans and reducing the risk of infection among the hardest-hit populations – gay and bisexual men, African Americans, Latinos, and other communities at increased risk.

AAA consists of several concurrent HIV prevention campaigns and projects that use mass media (TV, radio, newspapers, magazines, and the Internet) to deliver important HIV prevention messages. All campaigns and projects support the comprehensive HIV prevention efforts of CDC and the [National HIV/AIDS Strategy \(NHAS\)](#)<sup>1</sup>.

## Purpose

The purpose of the data dictionary is to provide a uniform description to all metrics that fall under the AAA initiative and also provide relevant examples. The AAA initiative has a total of 12 domains. The purpose of these domains and metrics is to monitor and evaluate the progress of the initiative during the implementation period. Data quality assurance is pivotal in order to ensure a rigorous evaluation of effectiveness and reach. The metrics outlined in the data dictionary are utilized by the DHAP Prevention Communication Branch’s Research and Evaluation Team to assist the Mass Media Team, Health Care and Public Health Team, and National Partnership Teams in campaign implementation and assessment of the various campaigns and projects conducted by the branch. These metrics are also used to produce reports that highlight how the Act Against AIDS initiative is reaching its goals, objectives, and target audiences.

## Domains

Domains are categories of implementation activities that illustrate campaign effectiveness and reach. Table 1 lists out the 15 non-mutually exclusive domains where similar metrics are captured across various domains.

**Table 1. List of domains for the AAA Initiative**

No.	Domain Names	Description
1.	Materials	This domain captures materials that have been developed and distributed for the AAA initiative. Materials include posters, brochures, and provider kits. They can either be hardcopy or digital materials, such as PDF documents. They can also include materials promotional and novelty items (like pens, condoms or wristbands).
2.	Events	This domain captures information on events where there is campaign activity. Events can either be in person or they can be virtual (i.e., via the webinar on the computer or telephone).

3.	Media Impressions	<p>This domain captures information on media impressions. Media impressions are the number of estimated times an advertisement or article is seen; however, it is not the unique number of people. One person could contribute to multiple impressions. For example, a billboard on the interstate may have one million impressions, but many of those could come from people who drive that interstate multiple times a week. Impression calculations may change depending upon the medium (e.g., internet, out-of-home). It is, therefore, important to ensure that impressions are standardized as much as possible. Please note: Banner advertisements are a type of paid media impression, but we do not record them here, as they have unique metrics (e.g., click-throughs). Therefore, banner advertisements are recorded in the Internet Advertisements domain.</p>
4.	Internet Ads	<p>The Internet Ads domain captures any form of internet advertisement, including banner advertisements and “widgets”. Any advertising done via the internet should be recorded under Internet Ads (as opposed to the media impressions tab). The Internet Ads domain is more tailored to the information that would need to be collected, such as click-throughs.</p>
5.	Homepage views	<p>In the Home Page Views domain, we record traffic to AAA sites. This domain has different metrics available for collection, including page views, unique visitors, and number of visits. For AAA, primarily homepage views are tracked. Different analytic services (e.g., site catalyst, Google analytics) track data differently. Thus a limitation of the home page views metrics is that it helps to judge relative traffic from month to month, but it would be difficult to compare two different websites if they had different analytic services.</p>
6.	Gettested.cdc.gov Data	<p>This domain was formerly known as hivtest.org and hitvtest.cdc.gov. Data captured in this domain are ZIP code searches for HIV testing locations on Gettested.cdc.gov website or widgets.</p>
7.	Media Monitoring	<p>The Media Monitoring domain collects a large array of media monitoring data including:</p> <ul style="list-style-type: none"> <li>• Mentions on social media sites like Facebook and Twitter.</li> <li>• Tracking the usage of Twitter-specific metrics like hashtags (#), handles (@), and keywords.</li> <li>• Tracking of keywords and phrases usage on Facebook or blogs.</li> </ul> <p>Mentions of AAA or a campaign in mainstream media are captured under Media Impressions and not under Media Monitoring. Media Monitoring captures mentions of AAA on social media.</p>
8.	Facebook – Page Level	<p>All Facebook metrics are reported by their internal analytics system called “Facebook Insights”. A benefit of Facebook Insights is that it is standard across all Facebook pages, making it possible to make comparisons between two different campaigns that have Facebook pages.</p> <p><b>Page-level</b> records the reach and engagement on Facebook such as net new likes, people talking about this, engaged users etc.</p>
9.	Facebook – Post Level	<p>All Facebook metrics are reported by their internal analytics system called “Facebook Insights”. A benefit of Facebook Insights is that it is standard across all Facebook pages, making it possible to make comparisons between two different campaigns that have Facebook pages.</p> <p><b>Post-level</b> records engagement and reach of a particular post.</p> <p>In general though this should not present a large issue as most activity for a Facebook post subsides shortly after posting. For instance, a company (doing a</p>



		<p>non-peer reviewed study) found that 95% of all likes that a post will receive come in the first 22 hours. <a href="#">[source]</a> Facebook will call metrics for posts “lifetime” metrics even though “lifetime” here is only 28 days. Facebook will only record metrics for a post for <b>28 days</b> after a post is posted. <u>Any activity that happens after 28 days is not recorded.</u> Thus the Facebook Insights report for the number of likes for a post may not match what we visually see on the Facebook website. <b><u>Post-Level data should never be pulled until 28 days after it posted.</u></b></p>
10.	Continuing Medical Education	<p>The Continuing Medical Education (CME) domain captures all metrics related to continuing medical education for health care providers. Continuing medical education refers to classes health care professionals take to keep their medical license valid. They require a certain number per year.</p>
11.	Twitter - Page Level	<p>The Twitter Page Level Domain captures data that comes from Twitter for the AAA account handle @TalkHIV. Twitter metrics come from its proprietary analytics dashboard and social media analytics platforms like Sysomos Map and Simply Measured. While these two are the platforms in utilization at the moment to derive web analytics data, please note that the systems could be upgraded or changed in the future. These data are collected to show how people are interacting with tweets and can potentially show which tweets are more successful.</p> <p><b>Page-level</b> records tweets posted, number of profile visits, mentions by other profiles, number of new followers, and tweets linking to the account.</p>
12.	Twitter - Post Level	<p>The Twitter Post Level Domain captures data that comes from Twitter for the AAA account handle @TalkHIV. Twitter metrics come from social media analytics like Sysomos Map and Simply Measured. While these two are the platforms in utilization at the moment to derive web analytics data, please note that the systems could be upgraded or changed in the future. These data are collected to show how people are interacting with tweets and can potentially show which tweets are more successful.</p> <p><b>Post-level</b> records the text of tweets posted, engagements and engagement rate, number of retweets, replies and favorites for the individual tweets made by the @TalkHIV account.</p>
13.	Instagram	<p>The Instagram domain captures data that comes from the Instagram account @ActAgainstAIDS. Instagram metrics come from social media analytics platforms like Simply Measured. While Simply Measured is the system currently in use, please note that the systems could be upgraded or changed in the future. Data in this domain is captured to exemplify how individuals are interacting with photos and graphics posted on the account.</p>
14.	Videos	<p>The Videos domain captures data related to video views. These are videos that have been posted on an internet platform, like Youtube, where the number of times a video is viewed can be tracked based on clicks or intentional views.</p>
15.	Business Responds to AIDS (BRTA) Initiative Metrics	<p>BRTA was launched in 1992 as a long-term, primary prevention program for HIV education. This program encourages business executives, managers, and labor leaders to undertake comprehensive workplace HIV education. The table below documents BRTA specific metrics related to recruitment and outreach and training and technical assistance efforts that do not fall under the domains currently listed within the Act Against AIDS (AAA) data dictionary.</p>

## How to use this document

This document contains the specific domains, metrics, definitions, and examples for each metric in the form of a table. Throughout the document, you will see notes in orange boxes that are lessons learned added in based on experiences with other contractors.

### **PLEASE TAKE NOTE**

- 1) Rows within tables that are greyed out to indicate that the metric has been archived and is no longer being actively used.
- 2) Certain metrics will get highlighted through this document for your convenience using the following symbols -



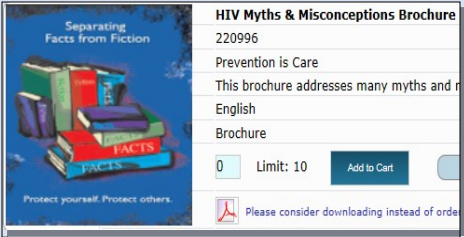
<b>SYMBOL</b>	<b>SIGNIFICANCE</b>	<b>DESCRIPTION</b>
	Repeating Metrics	This symbol denotes metrics that repeat across the various domains such as date, city, zip code, CBSA etc.
	Required Metrics	This symbol denotes metrics that are required by the campaigns.

# 1. Materials


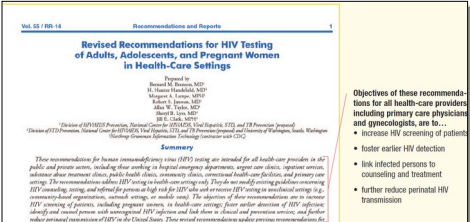
## Description

The Materials domain captures materials that have been developed and distributed for the AAA initiative. Materials include posters, brochures, and provider kits. They can either be hardcopy or digital materials, such as PDF documents. They can also include materials promotional and novelty items (like pens, condoms or wristbands).

**Table 2. List of Metrics for the Materials Domain**

Metric ID	Title	Description	Example
Begin_date	Begin Date 	The begin date lists the starting point of materials distribution over a number of days.	Brochures may be distributed over a five-day conference. Rather than entering a line for each day, the appropriate begin and end date of the distribution is recorded.
Materials_end_date	End Date 	The end date lists the ending point of materials over a number of days.	Brochures may be distributed over a five-day conference. Rather than entering a line for each day, the appropriate begin and end date of the distribution is recorded.
Materials_idnum	Publication ID Number	The <a href="#">CDC-INFO</a> system has publication ID numbers assigned to campaign materials that are shipped out upon placing formal requests. These are recorded to have a precise record of what materials were distributed through this platform.	 <p>Above is a screen shot from CDC-Info of a Prevention Is Care brochure. In red is the Publication ID.</p>
Material_name	Name of Material	Material names are standard names created by the campaign team that describe the materials.	If a brochure is called “HIV and You”, it should always be entered as it is spelled and not “HIV &

## List of Metrics for the Materials Domain

Material_url	Material URL	For materials that are hosted online, please record the URL for the actual file and not the web page where the material is housed. Having this information helps the AAA staff identify the material file type and title by following the URL, if needed.	<p>You”.</p> <p>Below is an example of a URL for a poster from HIV Treatment Works:  <a href="http://www.cdc.gov/actagainststids/pdf/campaigns/hivtw/hivtw_poster_aaron.pdf">http://www.cdc.gov/actagainststids/pdf/campaigns/hivtw/hivtw_poster_aaron.pdf</a></p>
Material_language	Language	<p>This would be the language that different materials are produced in. Materials for most campaigns are in Spanish or English. The database will include a standard dropdown which includes the following options:</p> <ol style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>(unknown)</i></li> <li>iii. <i>English</i></li> <li>iv. <i>Spanish</i></li> <li>v. <i>English/Spanish</i></li> </ol>	
Material_type	Materials Type	<p>There are 15 types of materials developed and distributed by the various AAA campaigns, which are as follows:</p> <ol style="list-style-type: none"> <li>i. <i>Annotated Guide</i></li> </ol> <p>(Provider campaigns only) A guide from an MMWR that has more detailed annotations on the side.</p>	

Above is a material entirely in Spanish from the One Conversation at a Time (OCAT) campaign.

Above is a screenshot from an Annotated Guide from the HIV Screen Standard Care (HSSC) campaign.

## List of Metrics for the Materials Domain

### ii. *Backgrounder and Briefing Documents*

A document that provides background information on the campaign. It lists strategies and year-to-date highlights.

**Prevention IS Care™**  
HIV Medical Providers Helping Patients Living With HIV Protect Their Health and Prevent Transmission

In an effort to reduce the estimated 50,000 new HIV infections that occur each year in the United States, the Centers for Disease Control and Prevention (CDC) supports Prevention IS Care (PIC), a health education campaign designed to increase the number of HIV providers who incorporate CDC recommendations for prevention for people living with HIV into their practice. The campaign supports the *Morbidity and Mortality Weekly Report (MMWR)* "Recommendations for Incorporating HIV Prevention Into the Medical Care of Persons with HIV Infection," which CDC published in collaboration with the Health Resources and Services Administration (HRSA), the National Institutes of Health (NIH), and the HIV Medicine Association (IHMA) of the Infectious Diseases Society of America.

Prevention IS Care ([www.cdc.gov/ActAgainstAIDS/PIC](http://www.cdc.gov/ActAgainstAIDS/PIC)) translates scientific evidence from the prevention recommendations into practical tools that health care providers can use to screen their HIV-positive patients for risky sexual and drug-use behaviors so that patients living with HIV can prevent transmission.

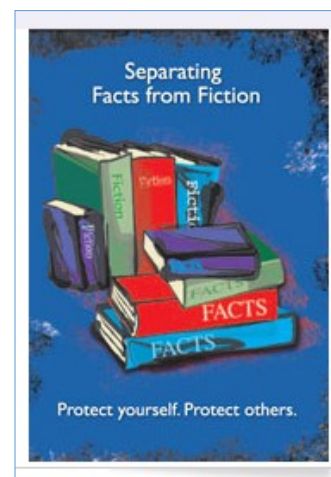
**Highlights through December 2012**

- Campaign materials distributed—more than 193,000
- Campaign website home page views generated—more than 33,600
- Media impressions from online banner promotions—more than 755,000
- Impressions from print promotions—more than 250,000
- Campaign promotion at 59 physician-focused conferences and meetings

Above is a briefing document describing Prevention is Care (PIC)

### iii. *Brochure/Pamphlets/Booklets*

An informative paper document that is folded or has multiple pages.




Above is an example of a brochure from PIC.

### iv. *Curriculum*

(Provider campaigns only).

A course typically used as a continuing medical education (CME) credit for physicians.

Continuing Education

**PREVENTION IS CARE**  **Screen for risky behavior. Prescribe healthy behavior.**

**Program Description**

The *Prevention IS Care* CE Workshop, "Incorporating HIV Prevention into the Medical Care of Persons Living with HIV," was originally hosted at the 2007 Infectious Diseases Society of America (IDSA) Annual Meeting. This session was recorded in its entirety and is being made available online to allow healthcare professionals who did not attend the IDSA symposium session, the opportunity to learn more about *Prevention IS Care* and earn continuing education credits.

**Purpose**

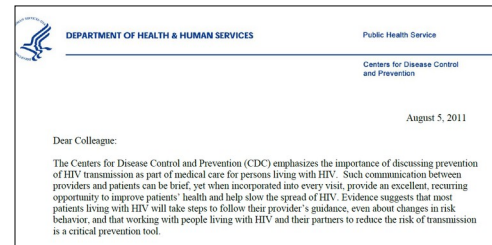
The *Prevention IS Care* CE Workshop, "Incorporating HIV Prevention into the Medical Care of Persons Living with HIV" was designed to translate scientific evidence into practical tools for providers to use with HIV-infected patients with the hopes of influencing the adoption of a new "standard" for routine care, helping physicians better work with patients in reducing risky transmission behaviors.

## List of Metrics for the Materials Domain

### v. Dear Colleague Letter

A letter from a colleague (i.e., provided from the CDC) that explains important campaign content and describes campaign resources.

Above is a screenshot of a curriculum from PIC



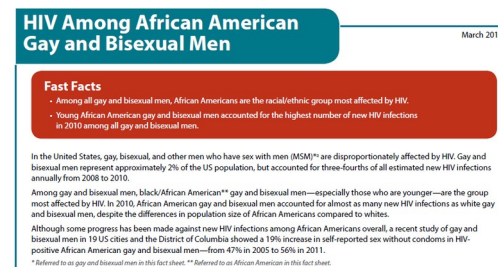
Above is a screenshot of a dear colleague letter from Prevention IS care

### vi. DVDs and CDs

DVDs and CDs are disks that contain electronic versions of materials.

### vii. Information/Fact Sheets

These are typically one-page handouts and are provide statistics and other facts about a specific population.



Above is a screenshot of a factsheet for African American Gay and bisexual men

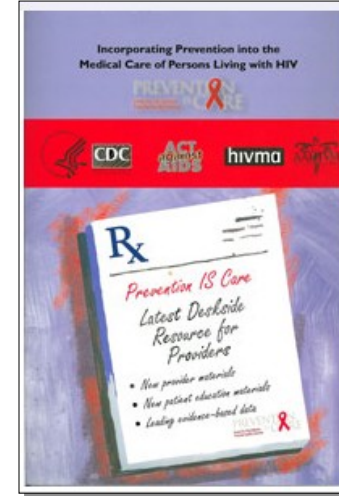


## List of Metrics for the Materials Domain

### viii. Kits

(Provider campaigns only).

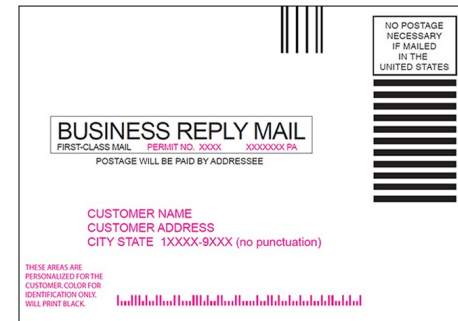
Kits are a range of resources, tools, and information bundled together for HIV medical providers to facilitate patient education efforts.



Above is the cover of the PIC kit folder.

### ix. Materials Order Card

Also called Business Reply Cards (BRCs). These are cards that end users can fill out to request more materials. Typically MOCs are only used for the provider campaigns.



Above is an example of a Business Reply card template.



## List of Metrics for the Materials Domain

### xii. Physician Tool

(Provider campaigns only).

This is used for tracking different physician tools that are created for physician use such as decision support wheels or algorithms.

THIS SECTION TO BE COMPLETED BY PATIENT

### PROTECT YOUR HEALTH

In order to provide you with the best possible care, we have to ask you some very personal questions. Please take a few minutes to answer the questions on this page. This may be embarrassing but your answers are very important and will help us provide better care to you. Please give this form to your medical provider when you are finished.

Your answers are completely confidential, so please answer as accurately as you can.

1. Why are you here today? \_\_\_\_\_

2. Over the past 3 months, did you have sex with anyone (oral, anal, or vaginal sex)?  
 No  Yes **If yes, skip 2, 3, and 4.**

a. How many different sex partners did you have in the past 3 months?  
\_\_\_\_\_ of which \_\_\_\_\_ were men

b. Have you had any main sex partners in the past 3 months (someone you are committed to)?  
 No  Yes **If yes, how many?** \_\_\_\_\_

c. Have you had any occasional sex partners in the past 3 months?  
 No  Yes **If yes, how many?** \_\_\_\_\_

3. Have you had a sexually transmitted disease other than HIV in the past 3 months (e.g. chlamydia, syphilis, gonorrhea)?  
 No  Yes

4. Did you smoke any crack or use crystal meth or alcohol before or during sex in the past 3 months?  
 No  Yes

5. Have you injected any drugs or medicines not prescribed by a medical provider in the past 3 months?  
 No  Yes

6. Have you taken medications for your mood, emotions, or nerves in the past 3 months?  
 No  Yes

7. Has depression, worry, or a bad mood disrupted your daily life during the past 3 months?  
 No  Yes **Date of last menstrual period:** \_\_\_\_\_

8. For women only: Are you pregnant now or thinking about getting pregnant in the future?  
 No  Yes **Date of last menstrual period:** \_\_\_\_\_

9. For men and women: Are you doing anything to prevent pregnancy?  
 No  Yes

10. Is there anything about sex, drugs, or mental health that you want to talk about today?  
 No  Yes

\_\_\_\_\_

\_\_\_\_\_

We encourage you to talk to the medical staff about your concerns and ask any questions you may have. All information is kept strictly confidential.

PREVENTION  
THE FIRST  
TO CARE

Above is a physician tool from PIC.

### xiii. Posters

Typically they are designed to be posted on a wall. A common use of these are in the provider campaigns where posters are given to physicians to post in their waiting rooms.



Above is a poster from HIV Treatment Works.

## List of Metrics for the Materials Domain

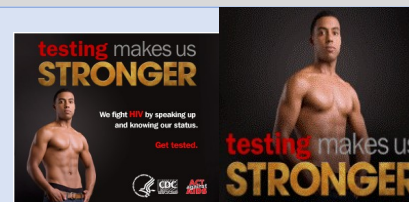
### xiv. Resource Sheet

This is sheet that includes all of the resources for a campaign. Resources in this case refer to CDC websites or medical association websites that can provide guidance to providers.



Above is an example of a resource sheet for providers.

material_tmus_kit_size	If Items Within a Kit, Kit Size	<p>This metric is currently only used for the TMUS campaign. For TMUS, three distinct sizes of kits are sent out and can be entered into the database utilizing the drop-down list option</p> <ul style="list-style-type: none"> <li>i. Small</li> <li>ii. Medium</li> <li>iii. Large</li> </ul>
Campaign_name_creative_iteration	Creative Iteration	<p>Creative iterations are different versions of materials (this includes internet ads) that have the same exact content with minor variations such as a different photo. They can be more than just substantive materials and can also be used for media ad buys and banner ads.</p> <p>Please note that the database allows for selecting campaign specific creative iterations.</p>
Material_distribution_channel	Distribution Channel	<p>The distribution channel refers to the final distribution point before the material is received by its intended audience.</p>



Above are examples from the Testing Makes us stronger of the same creative iteration.

If a material produced by the CDC was given to the target audience at a conference, then "Conference" will be the distribution channel.

## List of Metrics for the Materials Domain

i. <i>AAALI Partner</i>	This is only being used by the AAALI campaign. It records materials that were distributed by AAALI partners. Currently, we always use this code for materials that AAALI partners put on their reports.	
ii. <i>Bulk Order</i>	This refers to when large shipments are sent out together.	
iii. <i>Participant Network</i>	Refers to when a member of an official campaign network distributes a material.	For example, the Together network or HIV Treatment Works network.
iv. <i>CDC</i>	This is used to record any materials that are sent out directly from CDC by the campaign managers. If a CDC staff member gives out provider campaign materials at a conference booth, it is recorded as “Conference” instead.	
v. <i>CDC-INFO</i>	This is used to record any materials that are sent out directly from CDC-INFO which is a national warehouse that holds and distributes campaign materials requested via the CDC-INFO website.	
vi. <i>CDC Contractor</i>	This is used to record materials that are sent out on behalf of CDC by its contractors.	When a contractor sends out materials to a community based organization this is recorded as “CDC contractor”.
vii. <i>Conference<sup>1</sup></i>	“Conference” is used to record materials given out at conferences. Here we are talking about large conferences and not small hour meetings that might be called a conference.	
viii. <i>Event- Other<sup>2</sup></i>	This is used for event types that are not covered in our preexisting list.	
ix. <i>Gay Pride Event<sup>3</sup></i>		

<sup>1</sup> Note: This code will eventually be renamed “Event – Conference” to bring it in line with “Event – Other”.



<sup>2</sup> Note: Eventually all categories for event type will be carried over here with “Event –” preceding them. For example, “Event – Meeting”.

<sup>3</sup> Note: This code will eventually be renamed “Event – Gay Pride Event” to bring it in line with “Event – Other”.

## List of Metrics for the Materials Domain

		<p>This is used to record materials that were given out at gay pride events.</p>
		<p><i>x. Internet</i></p> <p>This is used to record digital materials that were downloaded or viewed on the internet.</p>
Hsscmai_external_partner	External Partner Distribution	<p>This is when a specific partner to the HSSC MAI campaign distributes a material.</p> <p>A drop-down list is available with the following options:</p> <ul style="list-style-type: none"> <li><i>i. (other)</i></li> <li><i>ii. (unknown)</i></li> <li><i>iii. Annals of Emergency Medicine</i></li> <li><i>iv. KOL</i></li> <li><i>v. NAHA</i></li> <li><i>vi. National Black Nurses Association</i></li> <li><i>vii. National Hispanic Medical Association</i></li> <li><i>viii. National Medical Association</i></li> </ul>
Material_receiving_org_name	Receiving Organization Name	<p>The name of the receiving organization is documented here, if known. If the information is available outside of CDC-INFO orders, it can be listed under this metric as well.</p>
Material_receiving_org_type	Receiving Organization Type	<p>For materials distributed, select the type of organization that they would fall under. If the organization type is unknown, please select an option from the below to the best of your knowledge.</p> <p>The following list is a menu of dropdown items available as options in the CDC-INFO system. They include:</p> <ul style="list-style-type: none"> <li><i>i. (other)</i></li> <li><i>ii. (unknown)</i></li> <li><i>iii. AAALI Partners</i></li> <li><i>iv. Church/Faith-based Organization</i></li> <li><i>v. Clinic</i></li> <li><i>vi. College</i></li> </ul>

## List of Metrics for the Materials Domain

		<ul style="list-style-type: none"> <li>vii. <i>Community-based Organization</i></li> <li>viii. <i>Educator</i></li> <li>ix. <i>Elementary School</i></li> <li>x. <i>General Population</i></li> <li>xi. <i>Government Agency</i></li> <li>xii. <i>Health Maintenance Organization (HMO)</i></li> <li>xiii. <i>High School</i></li> <li>xiv. <i>Hospital</i></li> <li>xv. <i>Library</i></li> <li>xvi. <i>Local Health Department</i></li> <li>xvii. <i>Middle School</i></li> <li>xviii. <i>Physician</i></li> <li>xix. <i>Professional Organization</i></li> <li>xx. <i>State Health Department</i></li> <li>xxi. <i>Social Organization</i></li> </ul>
Materials_during_event	<p>Were materials distributed during a recorded event?</p> <p></p>	<p>This is used to record whether or not the materials were distributed at a recorded event. A “recorded event” is an event that was captured under the Events domain. This metric helps clarify the frequency of materials handed out at events. The available options are:</p> <ul style="list-style-type: none"> <li>i. <i>Yes</i></li> <li>ii. <i>No</i></li> <li>iii. <i>Unsure</i></li> </ul>
Materials_ifevent_name	If yes, name of activity	If materials are given out at a recorded event, the name of the event is recorded under this metric.
Materials_quantity	Quantity Distributed (Required field)	The number of materials that were distributed are recorded here.
Zip	<p>Zip Code</p> <p></p>	The ZIP code, if known, of where the materials were distributed is recorded here. If the materials are shipped out the shipping ZIP code is captured. Alternatively, if materials are given out at an event, the ZIP code of where the event was held is captured.

## List of Metrics for the Materials Domain

City	City *	The name of the city where the materials were distributed.
State	State *	The state where the materials were distributed. Expressed as a two letter abbreviation using official US Postal Service abbreviations.
Cbsa	Core-Based Statistical Area (CBSA) *	A Core-Based Statistical Area (CBSA) is a U.S. geographic area defined by the Office of Management and Budget (OMB) that centers on an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting. The CBSA of where the materials were distributed. <sup>4</sup> The options available for this metric will be have a dropdown menu in the database.
Data_source	Source of Data	<p>This metric is captured to help track where data comes from. Often, data is received from multiple sources and it can be difficult to later see where a piece of data came from (CDC, a contractor, a certain report, etc.).</p> <p>In the database, the following options will be available for selection as a drop-down list:</p> <ul style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>(unknown)</i></li> <li>iii. <i>Danya</i></li> <li>iv. <i>Omniture</i></li> <li>v. <i>Health Department</i></li> <li>vi. <i>FHI</i></li> <li>vii. <i>BWA</i></li> <li>viii. <i>Porter Novelli</i></li> </ul>
Material_source	Source of Material	<p>This metric shows who is distributing the material and has the following options available for selection as a drop-down list:</p> <ul style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>AAALI Partner</i></li> <li>iii. <i>CBO</i></li> </ul>

<sup>4</sup> Definition is from <https://www.whitehouse.gov/sites/default/files/omb/bulletins/2013/b13-01.pdf>



## List of Metrics for the Materials Domain

- iv. *CDC and CDC- Info*
- v. *Co-branded*
- vi. *Danya*
- vii. *Health Department*
- viii. *Internet*
- ix. *Ominture*
- x. *Self-developed*
- xi. *Unknown*

Material_year	Material Year	This refers to the year that the material was created.	
Materials_comments	Comments *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>

## 2. Events

### Description

This domain captures information on events where there is campaign activity. Events can either be in person or they can be virtual (i.e., via the webinar on the computer or telephone). These metrics have been listed in Table 3 below:

**Table 3. List of Metrics for the Events Domain**

Metric ID	Title	Description	Example
Begin_date	Begin Date !* !	The begin date lists the starting point of events over a number of days.	
End_date	End Date !* !	The end date lists the ending point of events over a number of days.	
Event_type	Event Type !* !	Data is collected on the type of events held to track the number of events being held for professional audiences (like conferences) and for consumers (like health fairs). The types of events are as follows:  <i>i. Community Engagement Meeting</i> A community engagement meeting is a meeting where someone goes into the community they are trying to reach. They tend to meet with key opinion leaders in the field.  <i>ii. Conference</i> A conference here does not refer to a small meeting, but rather a larger conference such as the annual American Medical Association conference.  When recording attendance, you would record the attendance for the entire conference.  For meetings, use the “Meeting” option described below.  <i>Conference – Booth</i> “Conference – Booth” is a subset of “Conference”. This option is used for booths that are hosted at a conference. Here, when recording attendance, you would record the number of	

## List of Metrics for the Events Domain

---

people who visited the booth.	
The attendance is recorded at a booth separately from the attendance at the conference as a whole to have a better sense of how many people were engaged and to avoid double-counting booth and conference attendees.	
<i>Conference - Workshop</i> “Conference - Workshop” is a subset of “Conference”. This option is used for workshops that are held at a conference. When recording attendance, you would record the number of people who were in the workshop.	If you hold a workshop that is not part of a conference you would use the “Workshop” dropdown option. This option is only used when there is a risk of double-counting the number of people who attended a conference in general and those who attended a workshop at a conference
<i>iii. Convention</i> Currently, this dropdown option is only used by AAALI but can be used by other campaigns as well.  Unlike a conference, conventions are usually not research-focused. Rather, it is a large gathering of people interested in a similar topic, or united by demographics or organizational membership. For example, the NAACP holds an annual convention in July for members of the organization.  Unlike meetings, where a select number of people are invited, conventions are typically open to any member of an organization.	
<i>iv. Health Fair</i> Health Fairs are typically community events focused around health education and disease prevention. Health screenings, including for HIV, are often a component of health fairs.	
<i>v. KOL Workshop</i> A workshop that is working with KOL or Key Opinion Leaders. Typically, they brief the KOLs on the campaign or a new topic of the campaign.	
<i>vi. Launch Event</i> These launch events refer specifically to campaign launch events. That is, when new campaigns are started, this metric	

---

## List of Metrics for the Events Domain

		records the events that occurred during the launch period.
		<p><i>vii. Meeting</i></p> <p>Meetings are typically smaller in scale and are either in-person, on the phone, or on the computer via Skype or other similar mechanism.</p>
		<p><i>viii. Outreach</i></p> <p>Outreach events are events that directly link to the community. Typically, they are led by community coordinators.</p>
		<p><i>ix. Panel</i></p> <p>Panel discussions are when multiple people are involved. Typically, panels have longer question and answer sessions.</p>
		<p><i>x. Pride Event</i></p> <p>Pride events are typically LGBT-focused events. This could include gay pride parades or social events</p>
		<p><i>xi. Testing Event</i></p> <p>Testing events are typically focused around HIV testing. Unlike health fairs, there are no other testing or screening activities being performed.</p>
		<p><i>xii. Training</i></p> <p>A training is an in-person event where a concept or skill is taught. Often, there is an instructor leading the group and there is less input from others in the audience.</p>
		<p><i>xiii. Town Hall</i></p> <p>Town Halls are usually informal meetings held to discuss a topic of interest.</p>
		<p><i>xiv. Webinar</i></p> <p>A webinar is a type of training delivered over the computer rather than in-person. Webinars are typically live and delivered in real-time</p>
		<p><i>xv. Workshop</i></p> <p>Workshops are a type of training typically more interactive and focus on the application of skills learned.</p>
Event_attendance	Attendance	Record the number of attendees at the event.
Event_leads	Number of Leads	Number of key opinion leaders that answer questions at the event booth.

## List of Metrics for the Events Domain

Event_people_engaged	Number of People Engaged	This field is used to record the precise number of people who were engaged at a larger event.	The number of people that were spoken to at a health fair or number of people who came to the booth.
Event_description	Name and Description of Event	This field is used for recording the name of the event. A short description can be added here as well.	
Event_audience	Description of Audience	<p>This field uses a dropdown of predefined audience types to attempt to broadly define the audience engaged. The options are:</p> <ul style="list-style-type: none"> <li>i. (mixed)</li> <li>ii. (other)</li> <li>iii. (unknown)</li> <li>iv. AFAM - General</li> <li>v. AFAM - Men</li> <li>vi. AFAM - MSM</li> <li>vii. AFAM - Women</li> <li>viii. AFAM - Youth</li> <li>ix. General - General Public</li> <li>x. General - Men</li> <li>xi. General - MSM</li> <li>xii. General - Women</li> <li>xiii. General - Youth</li> <li>xiv. Health Provider - Nurse</li> <li>xv. Health Provider - Other</li> <li>xvi. Health Provider - Physicians</li> <li>xvii. Hispanic - General</li> <li>xviii. Hispanic - Men</li> <li>xix. Hispanic - MSM</li> <li>xx. Hispanic - Women</li> <li>xxi. Hispanic - Youth</li> </ul>	
Event_hivtest_yesno	Were HIV Tests Offered at This Event?	This field records whether or not HIV tests were administered at the event in relation to the campaign attending the event. If so, the following two fields apply.	For example, if another booth at the same event administered HIV testing and CDC facilitated or organized testing, then select





## List of Metrics for the Events Domain

		<p>i. Yes</p> <p>ii. No</p>	<p>“yes”. Similarly, if CDC is driving event attendees to the testing booth, also select “yes” and attempt to get HIV testing data from the organization(s) administering testing.</p>
Event_hivtest_numberof_tests	If Yes, Number of HIV Tests Administered	If HIV tests were administered, record the number of tests given. This may not equal the number of people tested in cases where a person tests multiple times.	
event_hivtest_numberof_prelimpositives	If yes, Number of Preliminary HIV Positive Results	<p>This records the number of preliminary HIV test results from the event testing.</p> <p>As these are rapid tests and require a western blot test to confirm diagnosis, we can only report the number of preliminary positives, rather than confirmed positives.</p>	
Zip	ZIP Code	<p>The ZIP code, if known, of where event happened. If the event did not happen in a certain zip code (e.g., a webinar) this field can be left blank.</p> <p>If the exact ZIP code is not known, the surrounding ZIP code is recorded instead. Typically, the purpose of the ZIP is to look up the city, state, and Core-Based Statistical Area.</p>	
City	City	The name of the city where the event took place.	
State	State	The state where the event took place. It is expressed as a two letter abbreviation using official US Postal Service abbreviations.	
Cbsa	Core-Based Statistical Area (CBSA)	A Core-Based Statistical Area (CBSA) is a U.S. geographic area defined by the Office of Management and Budget (OMB) that centers on an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting. The CBSA of the materials distribution location. The options available for this metric will be have a dropdown menu in the database.	
event_media_yesno	Did the media produce a story or article about the	<p>This metric is currently only being used by AAALI only.</p> <p>This tracks whether or not an event was covered by the media</p>	

## List of Metrics for the Events Domain

	<p>event, or mention the event in a story or article?</p> <p>!</p>	<p>and either wrote a story about it or mentioned the event in a story. The options available for this metric will be have a dropdown menu in the database in the form of a drop-down list with the following options:</p> <ul style="list-style-type: none"> <li>i. Yes</li> <li>ii. No</li> <li>iii. Unsure</li> </ul>
event_partnership_yesno	<p>Did other AAALI partners have a role or help in this activity?</p> <p>!</p>	<p>This metric is currently only being used by AAALI only.</p> <p>It tracks whether other AAALI partners helped the organizing partner of the event with the event or had some role in the event. The options available for this metric will be d in the database in the form of a drop-down list with the following options:</p> <ul style="list-style-type: none"> <li>i. Yes</li> <li>ii. No</li> <li>iii. Unsure</li> </ul>
Event_partners_List	<p>[If yes...] List the AAALI partners.</p>	<p>This metric is currently only being used by AAALI only.</p> <p>If other partners did have a role, they are listed here.</p>
Event-chapterrole_yesno	<p>Did chapters and/or other affiliates of your organization have a role or help in this activity?</p> <p>!</p>	<p>This metric is currently being used by AAALI only.</p> <p>This metric tracks whether or not chapters or affiliates of the AAALI organization had a role with helping with the activity. The options available for this metric will be have a dropdown menu in the database in the form of a drop-down list with the following options:</p> <ul style="list-style-type: none"> <li>i. Yes</li> <li>ii. No</li> <li>iii. Unsure</li> </ul>
Event_sponsors_yesno	<p>Did this activity have sponsors? Don't include your own organization.</p>	<p>This metric is currently only being used by AAALI only.</p> <p>This metric tracks whether or not there were sponsors of the activity, excluding their own organization. The options available for this metric will be have a dropdown menu in the</p>

## List of Metrics for the Events Domain

		database with the following options: <ul style="list-style-type: none"> <li>i. Yes</li> <li>ii. No</li> <li>iii. Unsure</li> </ul>	
Event_externalpartners_ysno	Did other external partners have a role or help in this activity? 	This metric is currently only being used by AAALI only.  This metric tracks whether or not there were external partners who had a role in the activity. The options available for this metric will be auto-populated in the database in the form of a drop-down list with the following options: <ul style="list-style-type: none"> <li>i. Yes</li> <li>ii. No</li> <li>iii. Unsure</li> </ul>	
Event_distributematerials_yesno	Did you distribute materials at this event? 	This metric is currently only being used by AAALI only.  This metric tracks whether or not materials were distributed during the activity. The options available for this metric will be have a dropdown menu in the database with the following options: <ul style="list-style-type: none"> <li>i. Yes</li> <li>ii. No</li> <li>iii. Unsure</li> </ul>	
Event_host	Hosting Organization	If the event was hosted by another organization, the name of that organization is included here.	
Event_purpose	Purpose of Event	The purpose of the event is recorded here. For example, the purpose may have been to reach a certain demographic with materials or to screen for HIV.	
Events_stakeholders_partners	Other Partners/ Stakeholders Engaged	If other partners or stakeholders are engaged during the event, those organizations are entered here.	
Event_comments	Comments 	This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.  It is important to carefully look at all of the metrics to make	For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip



## List of Metrics for the Events Domain

sure that whatever comment you would like to make is not already provided below in a different cell.


codes or into the comment section. Since zip codes are a separate metric, they do not belong here.

### 3. Media Impressions

#### Description

This domain captures information on media impressions. Media impressions are the number of estimated times an advertisement or article is seen; however, it is not the unique number of people. One person could contribute to multiple impressions. For example, a billboard on the interstate may have one million impressions, but many of those could come from people who drive that interstate multiple times a week. Impression calculations may change depending upon the medium (e.g., internet, out-of-home). It is, therefore, important to ensure that impressions are standardized as much as possible. Please note: Banner advertisements are a type of paid media impression, but we do not record them here, as they have unique metrics (e.g., click-throughs). Therefore, banner advertisements are recorded in the Internet Advertisements domain.

Table 4. List of Metrics for the Media Impressions Domain

Metric ID	Title	Description	Example
Begin_date	Begin Date !* !	The begin date lists the starting point of media impressions over a number of days.	
End_date	End Date !* !	The end date lists the ending point of media impressions over a number of days.	
Media_outlet	Media Outlet !	This is a dropdown menu where the type of media outlet is recorded. The options are as follows: <i>i. Internet</i> This is for recording items that are online. If an article appears in both print and online edition two separate entries are made. One for “Internet” and the other as “Print”.	 <p>For example, an article that is on the nytimes.com.</p>

## List of Metrics for the Media Impressions Domain

### ii. TV

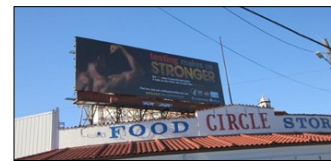
TV can either be advertising or lay/professional media (described below). It includes anything broadcast by a TV station that is received by an end user by antenna, cable, and satellite or FIOS/Google Fiber-like service. It does not include recorded videos that are viewed on the internet, DVD players are otherwise not live and are not broadcasted by a television station. Online television stations are not included here.



For example, a PSA airing on the Bravo television network.

### iii. Out-of-Home

Out-of-home is usually advertising and it appears outside of the home. It is typically in a print format but it can appear electronically. It reaches consumers while they are “on the go”, whether driving or riding public transit.



The best example of out-of-home advertising are billboards that appear alongside roadways. However posters on buses, subways or other mass transit options are also considered out-of-home advertising. Posters in the workplace, waiting rooms and airports also fall under out-of-home advertising. An example of an electronic billboard is a sign in Times Square.

### iv. Print

Print can either be advertising or lay/professional media (described below in media type). It includes categories, such as newspapers, magazines, and professional journals. Note that posters, even though they are print material, are not included here; instead, they are grouped with out-of-home.



## List of Metrics for the Media Impressions Domain

### v. Radio

Radio can either be advertising or lay/professional media (described below). It includes anything on the radio. To count the message must be broadcasted by a radio station over FM, AM, or satellite airways. Streaming audio from the internet or prerecorded audio played on a person's computer, CD player, or like device does not count. Internet-only radio stations are also not included here.

For example, OCAT had a full page advertisement in People en Español.

For example, a PSA plays on a local radio station in Houston.

Media\_type

Media Type



Media type is broadly categorized into two categories:

### i. Advertising or PSA

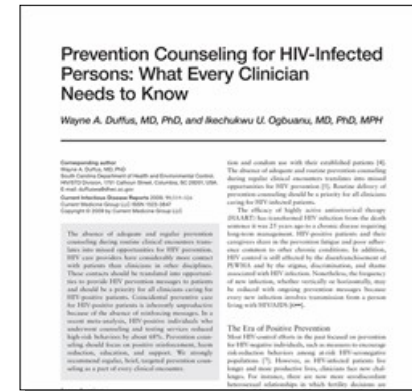
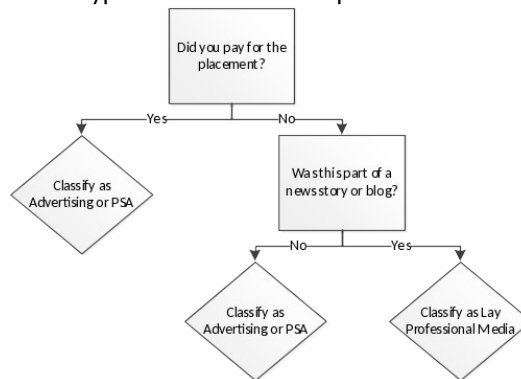
In general this includes anything that is advertising. This can be either earned (free) or unearned (paid) media. We later breakout earned vs. donated media for both impressions and dollars paid/donated.

As an example AAA may have a 30-second TV commercial about HIV testing. It is possible that AAA will have to pay for this ad space, but at other times may get donated ad space.

### ii. Lay or Professional Media

This refers to media impressions that came from a journalist creating a story either on the TV, on the radio, or in print. These are typically unpaid mentions of AAA or a specific campaign.

The following flow chart should help with deciding what media type an item should be placed under.



For example, New York Times publishes an article highlighting PIC.

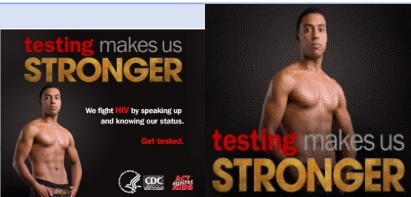
Media\_outlet\_na

Name of Media





The name of the media outlet is recorded here.

For example: Washington Post

## List of Metrics for the Media Impressions Domain

me	Outlet or Provider		
Media_description	Provide a short description of the media activity	When possible, we ask for a short description of the media activity.	For example, providing further data related to out-of-home media like saying it was a billboard or a bus ad.
Campaign_name_creative_iteration	Creative Iteration *	<p>Creative iterations are different versions of materials (this includes internet ads) that have the same exact content with minor variations such as a different photo. They can be more than just substantive materials and can also be used for media ad buys and banner ads.</p> <p>Please note that the database allows for selecting campaign specific creative iterations.</p>	 <p>Above are examples from the Testing Makes us stronger of the same creative iteration.</p>
Language	Language *	<p>The language of the advertisement is recorded. Even for campaigns that only have English or Spanish ads, we still like to record the language so that later, on the AAA level, we can run reports to better understand ad impressions by language.</p> <p>The database will include a standard drop-down menu which includes the following options:</p> <ul style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>(unknown)</i></li> <li>iii. <i>English</i></li> <li>iv. <i>Spanish</i></li> <li>v. <i>English/Spanish</i></li> </ul>	
Media_reach	Was this a national, regional or local media impression?	<p>When possible, we try to capture the reach of an ad.</p> <ul style="list-style-type: none"> <li>i. <i>Local</i></li> </ul> <p>If an ad is shown only in a specific city, metro area or a CBSA then it would be called local.</p> <ul style="list-style-type: none"> <li>ii. <i>Regional</i></li> </ul> <p>Regional is when an ad is shown in one of the regions</p>	<p>For example, was it a local billboard or was a national ad on network television?</p> <p>For example, a billboard in zip code in the Metro Atlanta Area.</p> <p>For example, it could be a print ad targeting all Southern states.</p>


## List of Metrics for the Media Impressions Domain

		<p>according to the US census. For any doubts concerning Region please see the US Census Regions map:  <a href="http://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf">http://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf</a></p>	
		<p><i>iii. National</i>            National reach is typically achieved through either national television stations (e.g. NBC, TNT, CNN), satellite radio or nationally-syndicated radio shows.</p>	For example: a national print ad in people magazine.
Zip	ZIP Code 	<p>The ZIP code, if known, of where media activity happened. If the event did not happen in a certain zip code (e.g., a radio ad), this field can be left blank.</p> <p>Typically, the only time a ZIP code is available is for stationary out-of-home media (i.e., excluding transit ads).</p>	Billboards, for example, can be pinpointed to one ZIP code. If additional zip codes apply, please enter into the comments field.
City	City 	<p>If the media activity can be pinpointed to one city it is added here. Like for ZIP codes, this is typically left blank except for out-of-home media.</p>	
State	State 	<p>The state where the media activity occurred. Most media activities can usually be isolated to the state level, even when it is not possible to pinpoint to a city or ZIP level.</p>	
Cbsa	Core-Based Statistical Area (CBSA) 	<p>A Core-Based Statistical Area (CBSA) is a U.S. geographic area defined by the Office of Management and Budget (OMB) that centers on an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting. The CBSA of where the media activity occurred. The options available for this metric will be have a dropdown menu in the database. A CBSA is a multi-digit number code which is equivalent to a geographical location.</p>	For example Metro Atlanta's CBSA is Atlanta Sandy Springs-Roswell, GA.
Media_paid_impressions	Number of Paid Impressions	<p>Impressions can be broken down into both paid and donated impressions. Paid impressions counts the number of impressions that were paid for.</p>	
Media_donated_impressions	Number of Donated/Bonus Impressions	<p>This refers to the number of impressions that were not paid for. It is possible to have both paid and donated impression for the same media activity. A single radio, TV or print activity can also have both paid and unpaid impressions.</p>	For example, a billboard can be paid to remain posted for 30 days and in those 30 days it receives 1,000,000 impressions. Those 1,000,000 impressions would be classified as paid impressions since they were explicitly paid for. If it remained posted another ten days for no cost additional

## List of Metrics for the Media Impressions Domain

			<p>impressions they are unpaid (in this case called “bonus” impressions). So the billboard had both paid and unpaid impressions.</p> <p>Another example would be a scenario where a digital banner ad is offered as earned media after paying for a print media buy. Or lastly, a full page ad in a Pride Guide is offered in exchange for donated space for a PSA on Bravo TV network. Distinguishing between and accurately reporting paid vs. unpaid (donated or earned) impressions is very important. It helps us understand additional value that the CDC is getting for per dollars spent.</p>
Media_paid_dollars	Dollars Paid	Record the dollar amount paid for advertisements as a media activity.	For example: a print ad in People magazine that costs \$10,000.
Media_donated_dollars	Dollars Donated/Value of Bonus Impressions	<p>For advertisements record how much value was received, either through donated media or through bonus impressions. “Dollars donated” would include the monetary value of either discounted or free media. The “value of bonus impressions” would include the monetary value of extra impressions gained from media running longer than the contracted value (e.g. billboards). <i>Note: do not assign a value to “Lay or Professional Media”, only to “Advertising or PSA”. Lay and professional media is never paid for and therefore should not be assigned a monetary value.</i></p> <p>Like with paid and donated impressions, it is possible for the same advertisement to have both a paid and unpaid value. For example, if a radio ad spot normally costs \$1,000, but was discounted to \$750, we would record dollars paid as \$750 and dollars donated as \$250</p>	
Media_tracking_service	Media Tracking Service	<p>The database will have a drop-down menu with the following options available for selection:</p> <ul style="list-style-type: none"> <li>i. (other)</li> <li>ii. (unknown)</li> <li>iii. Simply Measured</li> <li>iv. Sysomos Map</li> <li>v. Radianó</li> </ul>	

## List of Metrics for the Media Impressions Domain

		<ul style="list-style-type: none"> <li>vi. <i>Omniture Site Catalyst</i></li> <li>vii. <i>Linguastat</i></li> </ul>	
Topic_description	Provide a short description of the topic addressed	This metric is pertinent for lay or professional media. Put in the topic that was addressed in the article or blog here.	For example: if there is an article promoting the launch of the HIV Treatment Works campaign.
Data_source	Source of data	<p>This metric is captured to help us track where data comes from. Often, data is received from multiple sources and it can be difficult to later see where a piece of data came from (CDC, a contractor, a certain report, etc.).</p> <p>In the database, the following options will be available for selection as a drop-down list:</p> <ul style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>(unknown)</i></li> <li>iii. <i>Danya</i></li> <li>iv. <i>Omniture</i></li> <li>v. <i>Health Department</i></li> <li>vi. <i>FHI</i></li> <li>vii. <i>BWA</i></li> <li>viii. <i>Porter Novelli</i></li> </ul>	
Media_comments	Comments 	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.



## 4. Internet Ads

---

### Description

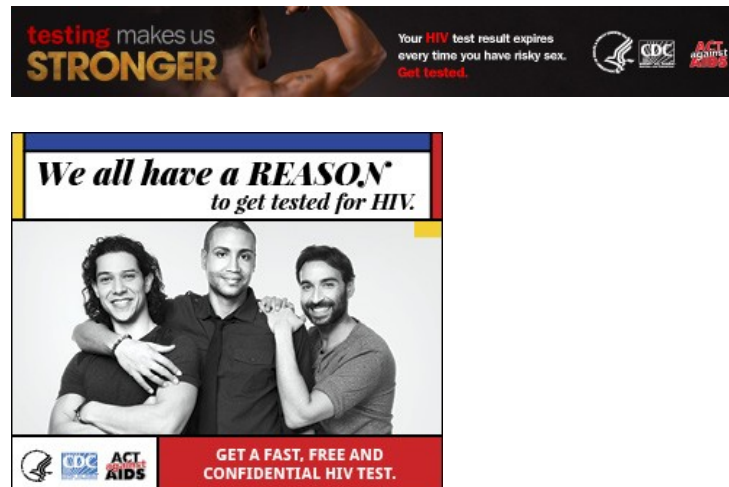
The Internet Ads domain captures any form of internet advertisement, including banner advertisements and “widgets”. Any advertising done via the internet should be recorded under Internet Ads (as opposed to the media impressions tab). The Internet Ads domain is more tailored to the information that would need to be collected, such as click-throughs.

Below are examples of internet ads:

*Example Widget*



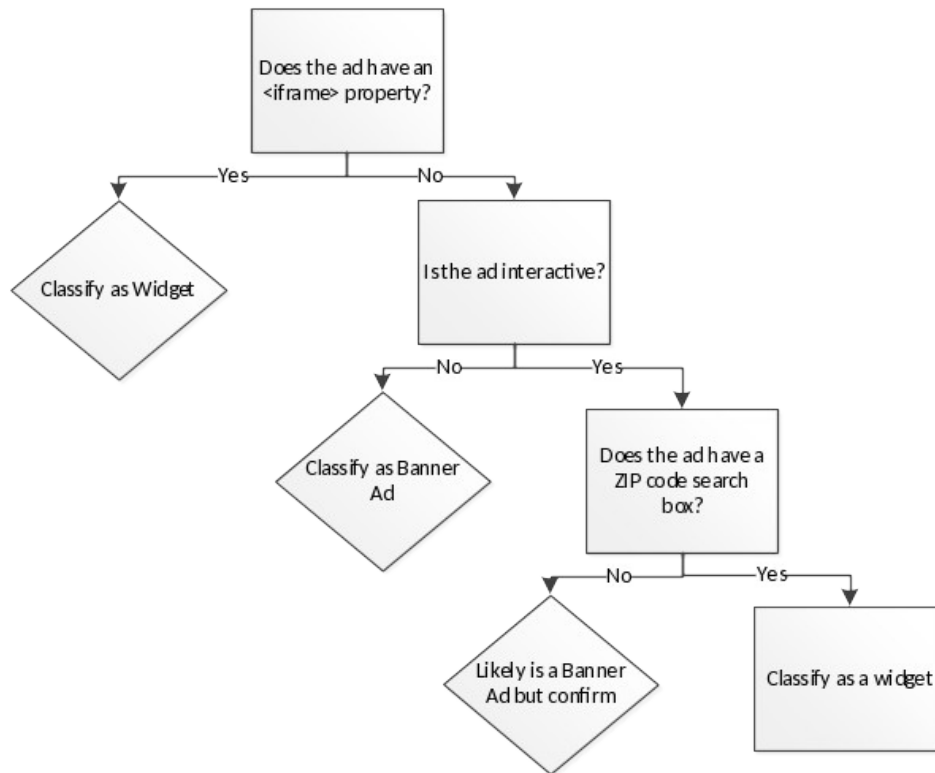
*Example banner ads*



### Type of Internet Ad

Below is an algorithm to help decide if something should be a widget or banner ad.


## List of Metrics for the Internet Ads Domain



**Table 5. List of Metrics for the Internet Ads Domain**

Metric ID	Title	Description	Example
Begin_date	Begin Date !*	The begin date lists the date upon which internet ads start being posted and become available to the target audience.	
End_date	End Date !*	The end date lists the date upon which internet ads stop being posted and available to the target audience.	
Internet_ad_website	Website !	The website on which the ad ran. It is expressed as a URL.	For example: "nytimes.com" and not "NY Times" or "New York Times".

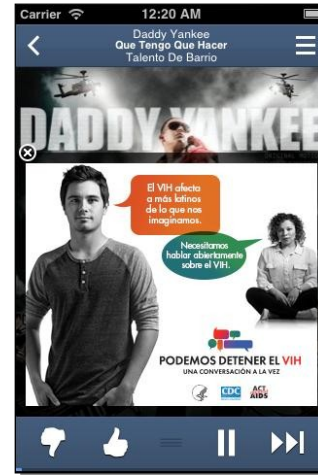
## List of Metrics for the Internet Ads Domain

Internet_ad_wavenum	Wave Number	If applicable, the wave number of the ad run. Currently, this has only been used by the Know Where You Stand campaign.	
Internet_ad_campaignname	Campaign	The campaign name is the strategy associated with the internet ad such as example, Google Display Network (GDN), Mobile App Ad, Keywords etc.	
Internet_ad_adname	Ad Name	The name of the ad. This ad name should be standardized for the campaign. That is, the same name for an ad should be used for the entire campaign.	For example, it was decided that “Two women” should always be called that and not “The two women” or “Two women ad”. The Ad name should be the same as the ad name created by the campaign team.
Internet_ad_logo	Logo or no logo	This describes whether or not the CDC logo was on the internet ad.	
Internet_ad_image_url_source	Ad URL	If the ad is served from one server, the URL of the ad should be recorded. This URL is unique to an ad and helps determine later which ad was being reported.	<a href="https://gettested.cdc.gov/takecharge/posters/11x17_Poster_Family.pdf">https://gettested.cdc.gov/takecharge/posters/11x17_Poster_Family.pdf</a>
Internet_ad_language	Language *	The database will include a standard dropdown which includes the following options: <i>i. (other)</i> <i>ii. (unknown)</i> <i>iii. English</i> <i>iv. Spanish</i> <i>v. English/Spanish</i>	
Internet_ad_type	Type of Internet Ad !*	Here we breakdown the type of internet ad. The categories are as follows:  <i>i. Banner Ad</i> A banner ad is typically non-interactive. It may or may not be animated. Most internet ads for AAA are classified as banner ads.	

## List of Metrics for the Internet Ads Domain

### ii. Mobile App Ad

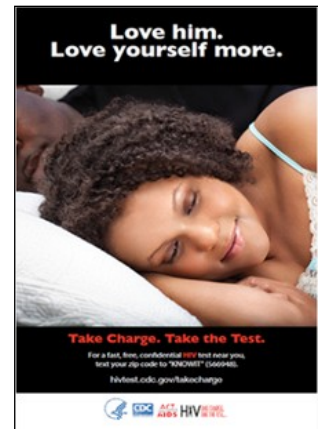
This is when the advertisement appears on a mobile app.



For example: when advertisements for Start Talking were posted on GRINDR.

### iii. Poster

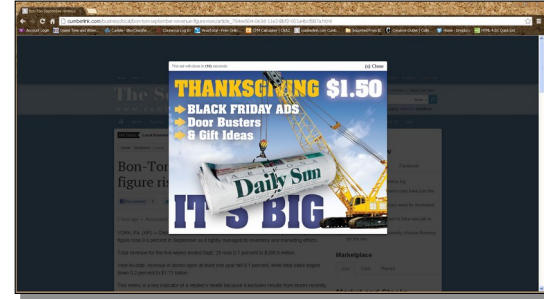
A poster is any printed paper material designed to be attached to the wall. It is also available for download in digital formats on the campaign website.



## List of Metrics for the Internet Ads Domain

### iv. Interstitial Ad

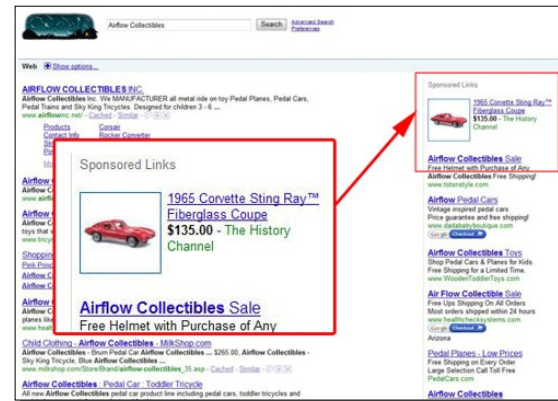
Interstitial ads are essentially pop-up ads. They appear over content and require a user to close the ad, or the ad closes after a set amount of time.



Above is an example of a non-AAA interstitial ads. The user must close the ad in order to view the site content.

### v. Search Ad

Search ads are ads that appear after a user searches for a certain time. These are common on search engines. As an example a user may search for "HIV Testing" on Google.com. Above the normal search results may be paid search results with links for a user to follow.



Above is a non-AAA example of a search ad. Notice that the user searches for Airflow collectibles and a link to a collectible from The History Channel appears to the right under Sponsored Links.

## List of Metrics for the Internet Ads Domain

### vi. Video Stream

YouTube videos where the ad appears at the bottom of the video while the video is playing. The user has the ability to close the ad.

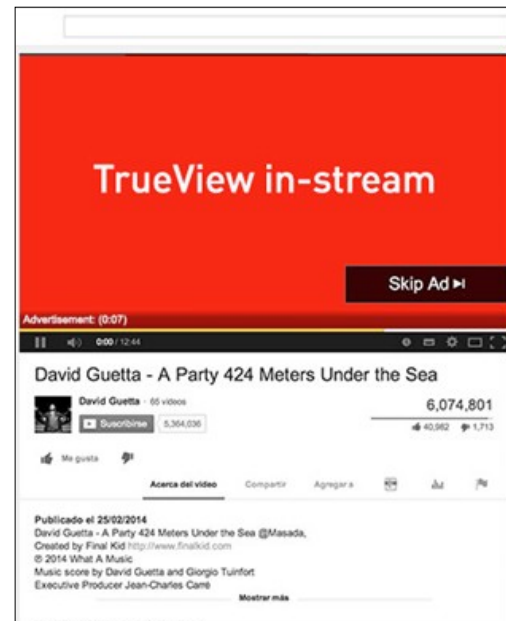


Above is an example of a video stream ad for AT&T.

### vii. TrueViewVideo

TrueView in-stream ads run on videos served on YouTube or within the Google Display Network videos, games and apps. These ads may also run on YouTube videos that are embedded on other sites. They can also appear on Android and iOS YouTube apps, as well as m.youtube.com (on iPad and Android).

Viewers can choose to skip the video ad after 5 seconds. If they choose not to skip the video ad, the YouTube video view count will be incremented when the viewer engages with the video ad or watches 30 seconds of the video ad (or the duration if it's shorter than 30 seconds), or engages with your video, whichever comes first. Video interactions include clicks on the call-to-action overlays (CTAs), cards, and companion banners. If video view counts are a major concern, it is recommended to make videos at least 12 seconds long.

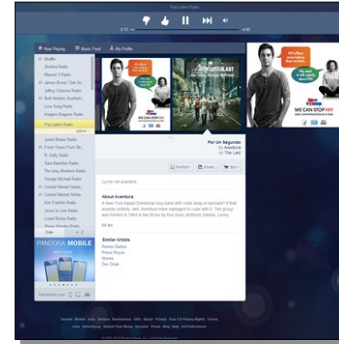


## List of Metrics for the Internet Ads Domain

Above is an example of a TrueView video. It appears before the intended video and may be skipped by the user after a specified amount of time.

### viii. Internet Radio

This is an internet ad that is on an internet radio station. It is interactive and therefore is considered an internet ad and not a radio ad.



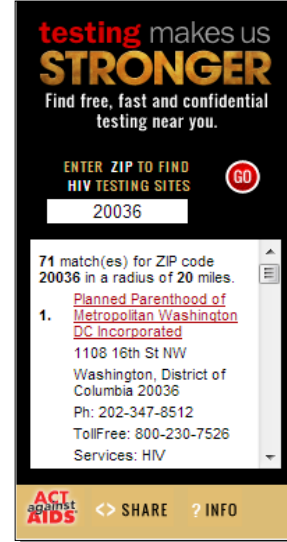
### ix. Widget

Widgets are typically interactive and they are “websites within websites”. When someone searches for a ZIP code within a widget the search results are sometimes presented inside the ad rather than go to a separate website. Widgets will typically have a “iframe” in its HTML embed code as shown in the text box.

Example of ZIP code search results rendering within the widget.

```
<iframe  
src="http://www.cdcpin.org/TMUSWidget/TMUSWidget.aspx" id="TMUSWidget" title="TMUS Widget" width="200" height="400" marginheight="0px" marginwidth="0px" frameborder="0" scrolling="no" style="padding: 0px; vertical-align: text-top; margin: inherit"><p>You can search for HIV testing sites near you by visiting <a href="http://HIVtest.CDC.gov/default.aspx" title="Find an HIV testing site near you.">National HIV and STD Testing Resources</a> website.</p></iframe>
```

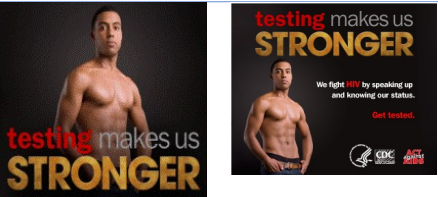
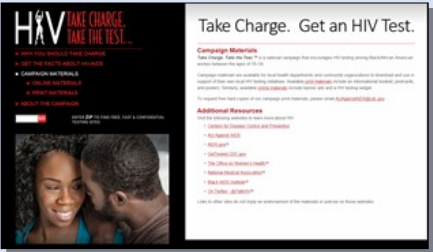

## List of Metrics for the Internet Ads Domain




Internet_ad_plannedornot	Space Allocation !	Here we track whether or not an internet ad was planned or unplanned. A drop-down menu will auto-populate in the data with the following options: as described below.
		i. <i>(other)</i>
		ii. <i>(unknown)</i>
		iii. <i>Planned</i>
		Planned internet ads are ones that CDC actively worked on to have placed. This is irrespective of whether they paid for them or not, only if they engaged a webmaster to have the ads placed.
		iv. <i>Unplanned</i>
		Unplanned internet ads are ads that ran without CDC's working to place them. Almost always this will be from webmasters who copy the code for the internet ads from CDC's website and paste it into their website.



## List of Metrics for the Internet Ads Domain

CampaignName_Creative_iteration	Creative Iteration	<p>Creative iterations are different versions of materials (this includes internet ads) that have the same exact content with minor variations such as a different photo. They can be more than just substantive materials and can also be used for media ad buys and banner ads.</p>	
		<p>Please note that the database allows for selecting campaign specific creative iterations.</p>	<p>Above are two examples of creative iterations from the Testing Makes Us Stronger campaign.</p>
Internet_ad_placement	Placement	<p>Here describe where the ad was placed, if known (e.g., “header” or “sidebar”). Due to the immense variability between websites and where ads can be placed, we don’t have standard nomenclature for this field.</p>	
			<p>For example, the ad on this site has been placed on the sidebar.</p>
Internet_ad_size	Ad side (WxH)	<p>Record, in number of pixels, the size of the ad. The width of the ad should be listed first, followed by an “x” and then height.</p>	<p>For example, an ad 600 pixels wide by 400 pixels long should be written as "600x400".</p>
Internet_ad_animated	Animated	<p>An animated internet ad is when the internet ad moves as opposed to static ad.</p>	
		<p>The database will consist of a drop-down list with the following options available for selection:</p>	
		<ol style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>(unknown)</i></li> <li>iii. <i>Animated</i></li> <li>iv. <i>Not animated</i></li> </ol>	<p>Above is an example of three frames of the same animated internet ad. The first frame pictures the couple laying down and the words “Love Him” enter from the left. The words fade as the image zooms in on the woman and the words “Love yourself more” enters from the right. Finally “Take Charge. Take the Test” enters from the right on a black background. The animated ad then starts</p>

## List of Metrics for the Internet Ads Domain

			over in continues on this loop.
Internet_ad_orphaned	Orphaned Data 	Sometimes impression data are available for an ad but not clicks or vice versa. An implication of this is when we calculate click through rates (CTR) we need to exclude these data since they may impact the CTR.	
		<ul style="list-style-type: none"> <li>i. <b>Yes</b> Used when either the clicks or impressions data are missing.</li> <li>ii. <b>No</b> Used when both the clicks or impressions data are reported.</li> </ul>	
Internet_ad_paid_impressions	Paid Impressions	Record here the number of paid impressions for an ad during the reporting period.	
Internet_ad_paid_clicks	Paid Clicks	Record here the number of paid clicks for an ad during the reporting period.	
Internet_ad_costs	Costs	Record here the cost of the ad during the reporting period.	
Internet_ad_donated_impressions	Donated Impressions	Record here the number of donated impressions for an ad during the reporting period.	
Internet_ad_donated_clicks	Donated Clicks	Record here the number of donated clicks for an ad during the reporting period.	
Internet_ad_donated_value	Monetary Value of Donated Clicks	Record here the value of the donated internet ads. If value is unknown, please provide best estimate.	
Internet_ad_zipcode_click	ZIP Code Clicks	This field is used to track how many people entered a ZIP code into an ad, click “search” and were taken directly to the search results for their ZIP code.	
Internet_ad_nonzipcode_click	Non-ZIP Code Clicks	In contrast to zip code clicks, this field is used to track how many people did not enter a ZIP code into an ad and instead clicked inside the ad to be taken to the Gettested.cdc.gov or campaign website and not their search results.	



Above is an example of a Testing Makes Us

## List of Metrics for the Internet Ads Domain

			Stronger (TMUS) widget. If this user does not type their zip code and instead clicks anywhere else within the image, the user will be sent to the TMUS website.
Internet_ad_datasource	Source of data *	<p>Record here the source of data (the metrics reporting platform, not the person) for the internet ads. This may help us later understand where a certain entry came from in case we need to double check data.</p> <p>The database will have a dropdown menu with the following options available for selection:</p> <ul style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>(unknown)</i></li> <li>iii. <i>AIR</i></li> <li>iv. <i>BWA</i></li> <li>v. <i>Danya</i></li> <li>vi. <i>Facebook</i></li> <li>vii. <i>FHI</i></li> <li>viii. <i>Google</i></li> <li>ix. <i>McCulloh</i></li> <li>x. <i>Porter Novelli</i></li> <li>xi. <i>Virginia Department of Health</i></li> </ul>	
Internet_ad_provider	Internet Ad Provider	<p>This refers to which organization will be providing the ad. The database will have a dropdown menu with the following options available for selection:</p> <ul style="list-style-type: none"> <li>i. <i>Ad Network</i></li> <li>ii. <i>Google Display Network</i></li> <li>iii. <i>MediaMoguldom</i></li> </ul>	For example: if there were a buy with Google one would choose Google Display Network.
Internet_ad_comments	Comments *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>

## 5. Home Page Views

### Description

In the Home Page Views domain, we record traffic to AAA sites. This domain has different metrics available for collection, including page views, unique visitors, and number of visits. For AAA, primarily homepage views are tracked. Different analytic services (e.g., site catalyst, Google analytics) track data differently. Thus a limitation of the home page views metrics is that it helps to judge relative traffic from month to month, but it would be difficult to compare two different websites if they had different analytic services.

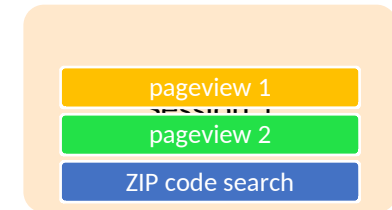
**Table 6. List of Metrics for the Home Page Views Domain**

Metric ID	Title	Description	Example
Begin_date	Begin Date !* !	The begin date lists the date in which Home Page Views begins to record over a number of days.	
End_date	End Date !* !	The end date lists the date in which Home Page Views being recorded over a number of days are no longer recorded.	
Homepageviews_datasource	Source of Data *	For home page views, since different analytic services can report different numbers, it is important to know what the analytic service used was. The database will have a dropdown menu available for selection: <ul style="list-style-type: none"> <li>i. (other)</li> <li>ii. (unknown)</li> <li>iii. Danya</li> <li>iv. Google Analytics</li> <li>v. Omniture</li> <li>vi. Urchin</li> <li>vii. Web Funnel</li> </ul>	
Homepageviews_visits	Number of Visits	Prior to entering data in this field, please re-confirm that the appropriate analytic service specific measure is being selected. This is the number of visits to the site. A difficulty	One common thread is that a “visit” can include a variety of activities in one a session.

## List of Metrics for the Home Page Views Domain

with this metric is that a “visit” can be defined differently on different analytic services.

In the example provided below a person visited two pages and then did a zip code search for a testing facility. All together this counts as one visit.

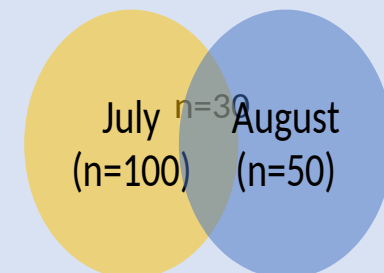


Homepageviews\_uniquevisitors

Number of Unique Visitors

This is the number of unique visitors *in a time frame*. “In a time frame” is important here. The unique visitors’ metric is not an additive metric. The number of unique visitors must be recalculated for each time frame, removing duplicate visits by the same person in a defined time frame.

The example below helps to convey this. In the example, there were 100 unique visitors for July and 50 unique visitors for August. If we wanted to know how many unique visitors there were from July 1<sup>st</sup> to August 31<sup>st</sup>, we would not add up the two and say there were 150 unique visitors because there were 30 visitors who had visited in both July and August. Thus, there are actually 120 unique visitors from July 1<sup>st</sup> to August 31<sup>st</sup>.



## List of Metrics for the Home Page Views Domain

Homepageviews_pageviews	Number of Page Views	Pageviews is the total number of times a homepage is viewed. This exact definition will differ depending on the analytics platform in use.	For example, in Google analytics, a <i>pageview</i> is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.
Homepageviews_referringsites	Number of Referring Sites	This is the number of unique third-party websites that referred traffic to a specific AAA campaign website in a time frame. Like the number of unique visitors it does not have an additive property.	
Homepageviews_zipcodesearches	Number of ZIP Code Searches	The total number of zip code searches conducted on the home page.	
Homepageviews_language	Language *	<p>This is used for campaign websites that have more than one language. Using this field allows us to separate data for the different language versions of the same site.</p> <p>The database will include a standard drop-down menu which includes the following options:</p> <ul style="list-style-type: none"> <li><i>i. (other)</i></li> <li><i>ii. (unknown)</i></li> <li><i>iii. English</i></li> <li><i>iv. Spanish</i></li> <li><i>v. English/Spanish</i></li> </ul>	
Internet_ad_comments	Comments *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.

## 6. Gettested.cdc.gov Data

### Description


This domain was formerly known as hivtest.org and hitvtest.cdc.gov. Data captured in this domain are ZIP code searches for HIV testing locations on Gettested.cdc.gov website or widgets. Table 7 list the metrics available for the domain.


**Table 7. List of Metrics for the Gettested.cdc.gov Domain**

Metric ID	Title	Description	Example
Begin_date	Begin Date !* !	The begin date lists the starting point of zip code searches for HIV testing locations over a number of days.	
End_date	End Date !* !	The end date lists the ending point of zip code searches for HIV testing locations over a number of days.	
Zip	ZIP Code !	The ZIP code that was typed into the search bar.	
City	City * !	The name of the city of the ZIP code that was searched.	
State	State * !	The state that the ZIP code search was for. Expressed as a two letter abbreviation using official US Postal Service abbreviations.	
Cbsa	Core-Based Statistical Area (CBSA) * !	A Core-Based Statistical Area (CBSA) is a U.S. geographic area defined by the Office of Management and Budget (OMB) that centers on an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting. The CBSA of where the materials were distributed. <sup>5</sup> The options available for this metric will be have a dropdown menu in the database.	
Hivtestorg_searchfreq	Number of ZIP Code	The number of ZIP code searches. The	

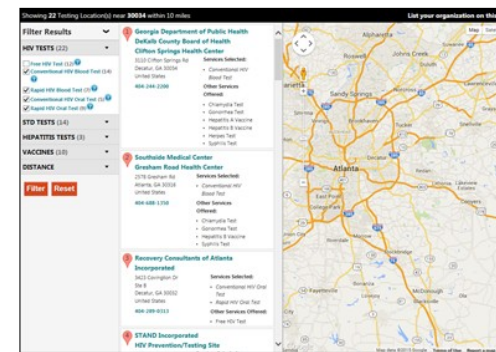
<sup>5</sup> Definition is from <https://www.whitehouse.gov/sites/default/files/omb/bulletins/2013/b13-01.pdf>

## List of Metrics for the Gettested.cdc.gov Domain

	Searches (Required field) 	Gettested.cdc.gov report aggregates the number of searches for a zip code in the reporting period.  Widget searches however are typically not aggregated and each individual search is listed. Thus, the number of searches in this case is one.
--	---	--

Hivetestorg_searchtype	Search Type (Required field) 	We are currently tracking three different types of searches in this domain:
------------------------	--	---

i. **Gettested.cdc.gov**  
Most search data falls under this category. These are searches that can occur either via widgets or campaign websites. When a search is executed the user is sent to the Gettested.cdc.gov website to view the search results.



Above is the gettested.cdc.gov site that appears when a zip code search is executed.

ii. **Widget**  
Widget searches occur within widgets embedded into websites. Sometimes, widget search results are returned within the widget itself rather than on Gettested.cdc.gov. Other times a new window pops up with the search results.





## List of Metrics for the Gettested.cdc.gov Domain

		<p><i>iii. Text Message</i></p> <p>These refer to searches that occur via text message. When a user texts their zip code to KNOWIT, the user is sent a list of results/testing locations via text message.</p>	
Hivtestorg_widgetsite	[If Widget] Site	The URL of the website where the widget is housed.	
Hivtestorg_comments	<p>Comments</p> <p>*</p>	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>

## 7. Media Monitoring




### Description

The Media Monitoring domain collects a large array of media monitoring data including:


- Mentions on social media sites like Facebook and Twitter
- Tracking the usage of Twitter-specific metrics like hashtags (#), handles (@) and keywords.
- Tracking of keywords and phrases usage on Facebook or blogs.

Mentions of AAA or a campaign in mainstream media are captured under Media Impressions and not under Media Monitoring. Media Monitoring is capturing mentions of AAA on social media. Table 8 lists the metric available for the Media Monitoring domain.

**Table 8. List of Metrics for the Media Monitoring Domain**

Metric ID	Title	Description	Example
Begin_date	Begin Date  *	The begin date lists the starting date of social media activities that may occur over a number of days.	
Mediamonitoring_end_date	End Date  *	The end date lists the ending point of social media activities over a number of days.	
Mediamonitoring_trackedsite	Media Type 	The types of media being monitored and reported on will get have a dropdown menu in the database with the following options available for selection:	
		i. <i>(other)</i>	
		ii. <i>Blogs</i> The mention of AAA or use of some monitored key word or phrase on a blog.	
		iii. <i>Facebook Mention</i> The mention of AAA or use of some monitored keyword or phrase on Facebook.	
		iv. <i>Twitter</i> The tracking of Twitter-specific metrics like hashtags (#), handles (@), and keywords.	
		v. <i>YouTube</i> This refers to the tracking of hashtags that	

## List of Metrics for the Media Monitoring Domain

		appear on YouTube.	
		<p>vi. <i>Flickr</i></p> <p>This refers to tracking keywords or hashtags that appear on Flickr.</p>	
		<p>vii. <i>Instagram</i></p> <p>This refers to the tracking of campaign specific hashtags on Instagram.</p>	
Mediamonitoring_trackingtype	Tracked Metric	<p>The type of metric typed. For example, a Twitter hashtag or a keyword.</p> <p>i. <i>Hashtag (#)</i></p> <p>A hashtag (#) which is typically used on Twitter but also being used by other sites now like Facebook. Hashtags can have no spaces. For example, #stophiv instead of #stop HIV. In the latter case the hashtag would have only been #stop. Hashtags typically need to be unique to be worthwhile collecting.</p> <p>ii. <i>Handle (@)</i></p> <p>A Twitter handle consists of usernames and is denoted by an @ symbol.</p> <p>iii. <i>Keyword or Phrase</i></p> <p>A keyword or phrase being tracked.</p>	<p>For example, #stophiv could be used by many users outside of the campaign, whereas #StopHIVtogether is more unique.</p> <p>For example, "@cdcgov" is CDC's username.</p> <p>For example: "Let's Stop HIV Together"</p>
Mediamonitoring_keyword	Tracked keyword, phrase, or hashtag	This is the specific campaign phrase or keyword being tracked by the media monitoring platform. A campaign phrase or hashtag were created specifically for the campaign.	For example, #stopHIVtogether is the hashtag for the together campaign
Mediamonitoring_frequency	Number of Instances 	For the tracked site and metric we record the number of instances observed here. For example, if "#letsstophivtogether" was used 100 times in a month we would record 100 here.	
Mediamonitoring_trackingsservice	Media Monitoring Service	When known we record the name of the media monitoring service here. This helps us to know where the data is coming from so we can track down problems later. The current media monitoring services will be have a dropdown menu in the with the following options available for selection:	
		i. <i>(other)</i>	

## List of Metrics for the Media Monitoring Domain

- ii. *(unknown)*
- iii. *Simply Measured*
- iv. *Sysomos Map*
- v. *Radian6*
- vi. *Omniture Site Catalyst*
- vii. *Linguastat*

	Number of Facebook mentions	Captures the mention of AAA or a campaign on Facebook.	
Mediamonitoring_comments	Comments *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>

## 8. Facebook Page-Level

### Description

All Facebook metrics are reported by their internal analytics system called “Facebook Insights”. A benefit of Facebook Insights is that it is standard across all Facebook pages, making it possible to make comparisons between two different campaigns that have Facebook pages.

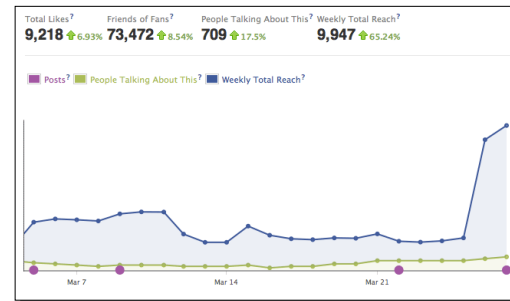
**Page-level** records the reach and engagement on Facebook such as net new likes, people talking about this, engaged users etc.

**Table 9. List of Metrics for the Facebook Page-Level Domain**

Metric ID	Title	Description	Example
Begin_date	Begin Date !*	The begin date of the reporting period for the Facebook page or post.	For page-level data this reports activity for the page within the month. For example, a page-level report for August gives impressions for the page from August 1 to August 31.
Facebookpage_end_date	End Date !*	The end date of the reporting period for the Facebook page or post.	For page-level data this reports activity for the page within the month. For example, a page-level report for August gives impressions for the page from August 1 to August 31.
Facebookpage_reachtotall	Net new likes	<p>The use of the term “like” in Facebook is confusing at times. One can “like” a post but one can also “like” a page. In this case it is the latter. “Liking” a page is analogous to subscribing to the page.</p> <p>Net new likes is the net number of subscribers to the page from the first day of the reporting period to the last day of the reporting period. This number can be a positive or negative number. It does not tell you how many subscribers you have, only the change.</p>	
Facebookpage_reachorganic	Reach - Total	Reach at the page-level reflects the unique number of people who saw the page in a defined	

## List of Metrics for Facebook Page-Level Domain

		time period. It is not an additive property.
		Facebook says: “Total reach counts the number of unique people who saw your content, regardless of how many times they saw it.”
Facebookpage_reachorganic	Reach - Organic	<p>Reach at the page-level reflects the unique number of people who saw the page in a defined time period. It is not an additive property.</p> <p>The number of unique users that saw page content from their News Feed, the Ticker or visited the page. These users are being served content directly from the brand or opting to view the content from the page.</p>
Facebookpage_reachpaid	Reach - Paid	<p>Reach at the page-level reflects the unique number of people who saw the page in a defined time period. It is not an additive property.</p> <p>It represents the unique users that viewed page content from a Facebook ad or Sponsored Story.</p>
Facebookpage_reachviral	Reach - Viral	<p>Reach at the page-level reflects the unique number of people who saw the page in a defined time period. It is not an additive property.</p> <p>It represents the unique users that viewed content from a story published by a friend. Unlike organic, these people were not subscribed to the page and didn't see the post on our page.</p>
Facebookpage_ptat	People Talking About This	<p>“People Talking About This” at the page-level is similar to “Talking About This” at the post-level. It reflects the number of stories created at the page-level. Actions that affect this metrics are:</p> <ul style="list-style-type: none"> <li>• Liking a page</li> <li>• Posting to a page's Wall</li> <li>• Mentioning a page in a post</li> <li>• Photo-tagging a page</li> </ul> <p>PTAT doesn't include people using your Page's name in one of their personal posts without @-</p>



## List of Metrics for Facebook Page-Level Domain

		<p>mentioning or tagging it (“Check out Testing Makes Us Stronger” vs “Check out <a href="#">Testing Makes Us Stronger!</a>”) [<a href="#">source</a>]</p>	<p>Above is an example of what People Talking About this looks like within Facebook Insights.</p>
<p>Facebookpage_engagedusers</p>	<p>Engaged Users</p>	<p>Engaged users are the number of unique people who have clicked anywhere in a post. It is comprised of:</p> <ul style="list-style-type: none"> <li>• <b>Stories generated:</b> A story is generated when a fan likes, comments on, shares a post with his or her friends, answers a question or responds to an event. This is an important number because it reflects the ability of content to cause a second action. The fans read what we wrote and were compelled to share, like or otherwise amplify our content, creating a story or action in their own news stream that subtly tells their friends they “endorse” the page, or at least found what you wrote to be engaging enough to make them take an action. [<a href="#">source</a>]</li> <li>• <b>Other clicks:</b> The measurement of additional actions our viewers took, within a post, such as clicking on the number of likes to see who else liked our post, people’s names, or the timestamp. Facebook says this is a strong indicator of the attention viewers are paying to your content. They’re digging deep, looking for more information, interacting with the content longer. [<a href="#">source</a>]</li> <li>• <b>Photo Views:</b> Indicated if users clicked on a photo to make it larger. This means they were motivated to interact with, spend time with, and look over the visual content. [<a href="#">source</a>]</li> <li>• <b>Video Plays:</b> Number of times the play</li> </ul>	

## List of Metrics for Facebook Page-Level Domain

		button of a video was pressed.	
Facebookpage_comments	Comments *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>



## 9. Facebook Post-Level

### Description

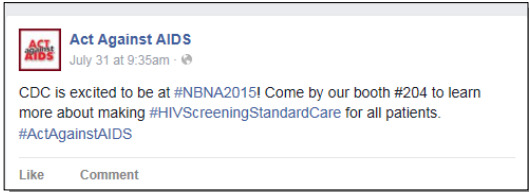
All Facebook metrics are reported by their internal analytics system called “Facebook Insights”. A benefit of Facebook Insights is that it is standard across all Facebook pages, making it possible to make comparisons between two different campaigns that have Facebook pages.

**Post-level** records engagement and reach of a particular post.

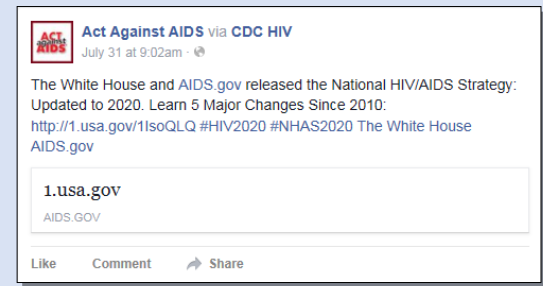

In general though this should not present a large issue as most activity for a Facebook post subsides shortly after posting. For instance, a company (doing a non-peer reviewed study) found that 95% of all likes that a post will receive come in the first 22 hours. [\[source\]](#) Facebook will call metrics for posts “lifetime” metrics even though “lifetime” here is only 28 days. Facebook will only record metrics for a post for **28 days** after a post is posted. Any activity that happens after 28 days is not recorded. Thus, the Facebook Insights report for the number of likes for a post may not match what we visually see on the Facebook website. While Facebook post-level insights provide greater details, only three of these metrics listed on Table 10 below are of interest to the AAA initiative.

**Post-Level data should never be pulled until 28 days after it posted.**

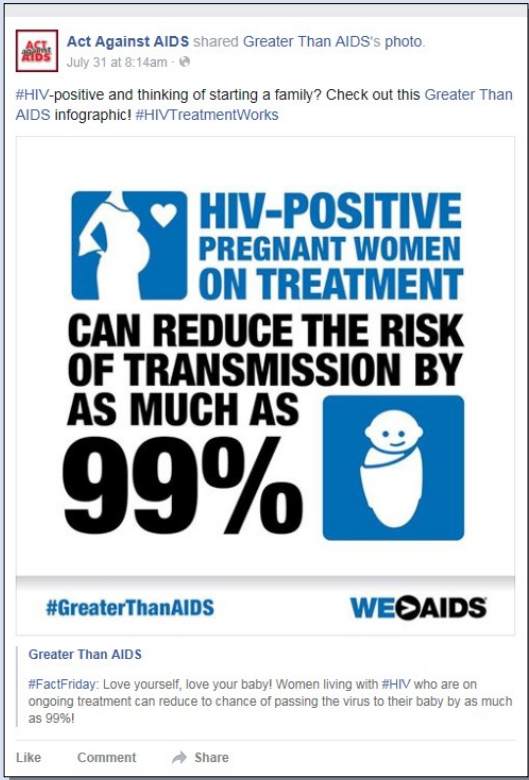
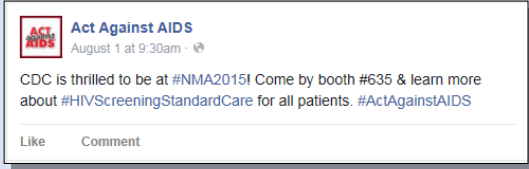
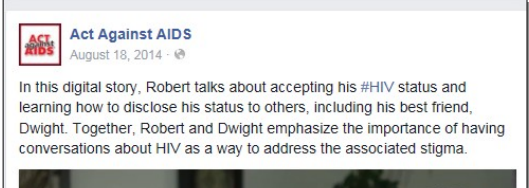
**Table 10. List of Metrics for the Facebook Post-Level Domain**

Metric ID	Title	Description	Example
Begin date	Begin Date !*	The begin date of the reporting period for the Facebook page or post. For post-level data, an August report would give all data for a post that was first posted in August, even if metrics carry over to the next month.	For example, if a post was made on August 31 <sup>st</sup> at 11:59PM all of the posts metrics would be contained in the August report even if most of the activity happened in September.
Facebookpost_description	Post Description	A description of what was contained within the post. For status updates this should be a copy of the message posted.	

## List of Metrics for Facebook Post-Level Domain

Facebookpost_posttype	Type of Post	Any post made on Facebook can be categorized into a total of six categories (iii-viii) provided by Facebook in the Insights report. The database will have a dropdown with the following options for selection:	For this post, it would be the exact words written for the HSSC Campaign.
		<ul style="list-style-type: none"> <li>i. <i>(other)</i></li> <li>ii. <i>(unknown)</i></li> <li>iii. <i>Link</i> A link to a website or other location on Facebook.</li> </ul>	
		<ul style="list-style-type: none"> <li>iv. <i>Photo</i> A photo or a photo gallery.</li> </ul>	<p>In this post, a link is provided that leads to another relevant site.</p>
		<ul style="list-style-type: none"> <li>v. <i>Question</i> Essentially a poll. A special type of post where the page administrator can ask a question and then create predefined response options. Users</li> </ul>	

List of Metrics for Facebook Post-Level Domain

	<p>can then click a response option and see how others have answered.</p>	
<p>vi. <i>Share</i></p> <p>A share is created when the page administrator clicks the “share” button on another post and shares it from another page onto their own page.</p>		<p>This post has been shared from the Greater Than AIDS Facebook page as indicate at the top of the post where it says “ Act Against AIDS shared Greater Than AIDS’s photo”.</p> 
<p>vii. <i>Status</i></p> <p>This is the most prevalent type of post. It is a “status update” where the page administrator types a text string to share with end users.</p>		<p>In this post, a video is posted directly to Facebook.</p> 
<p>viii. <i>Video</i></p>		

## List of Metrics for Facebook Post-Level Domain

A video posted directly onto Facebook. Note that links to other videos (e.g. on YouTube) would count as a “Link”.




## List of Metrics for Continuing Medical Education (CME) Domain

### 10. Continuing Medical Education (CME)

#### Description

The Continuing Medical Education (CME) domain captures all metrics related to continuing medical education for providers. Continuing medical education refers to classes physicians take to keep their medical license valid. They require a certain number per year. Table 11 lists the metrics available for the Continuing Medical Education (CME) domain.

**Table 11. List of Metrics for the Continuing Medical Education (CME) Domain**

Metric ID	Title	Description	Example
Begin_date	Reporting Begin Date !* !	The begin date lists the date in which continuing medical education activities begin over a number of days.	
Cme_end_date	Reporting End Date !* !	The end date lists the date in which continuing medical education activities ends over a number of days.	
Cme_name	Name of CME	The title of the Continuing Medical Education offering.	 <p>or example the above page shows a site designed for physicians to earn CME credits. The name of one of the courses is “Population Health: What Healthcare Providers Need to Know”</p>
Cme_impressions	CME Impressions	Refers to the potential number of impressions a CME could have.	

F

## List of Metrics for Continuing Medical Education (CME) Domain

Cme_totalpageviews	CME Total Pageviews	This is for online CMEs. This refers to the number of times a CME page was viewed.	
Cme_completed	CME Completed	Refers to the number of individuals who completed the CME.	
Cme_dollarspaid	Dollars Paid	This refers to how much the CME courses cost to make.	
Cme_comments	Comments *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>

## 11. Twitter – Page Level

### Description

The Twitter Domain captures data that comes from Twitter for the AAA account handle @TalkHIV. Twitter metrics come from its proprietary analytics dashboard and social media analytics like Sysomos Map and Simply Measured. While these two are the platforms in utilization at the moment to derive web analytics data, please note that the systems could be upgraded or changed in the future. These data are collected to show how people are interacting with tweets and can potentially show which tweets are more successful.

**Page-level** records tweets posted, number of profile visits, mentions by other profiles, number of new followers, and tweets linking to the account. Table 12 lists the metrics available for the domain.

**Table 12. List of Metrics for the Tweets Domain**

Metric ID	Title	Description	Example
Twitter_tweets	Tweets	The total number of tweets posted by the account during the reporting period.	
Twitter_profilevisits	Profile Visits	The total number of times the account was visited during the reporting period.	
Twitter_mentions	Mentions	The total number of mentions to the @TalkHIV account during the reporting period.	
Twitter_newfollowers	New followers	The total number of new followers for the Twitter account during the reporting period.	
Twitter_tweetslinktoyou	Tweets Linking to You	The total number of click on tweets or twitter cards that contain URLs linking to the account during the reporting period.	
Twitter_comments	Comments	This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.  It is important to carefully look at all of the metrics to make sure that whatever comment	For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.

## List of Metrics for Twitter - Page Level Domain

---

you would like to make is not already provided  
below in a different cell.

---




## 12. Twitter - Post Level

### Description


The Twitter Post Level Domain captures data that comes from Twitter for the AAA account handle @TalkHIV. Twitter metrics come from its proprietary analytics dashboard and social media analytics like Sysomos Map and Simply Measured. While these two are the platforms in utilization at the moment to derive web analytics data, please note that the systems could be upgraded or changed in the future. These data are collected to show how people are interacting with tweets and can potentially show which tweets are more successful.

**Post-level** records the text of tweets posted, engagements and engagement rate, number of retweets, replies and favorites for the individual tweets made by the @TalkHIV account. Table 13 lists the metrics available for the domain.

**Table 13. List of Metrics for the Tweets Domain**

Metric ID	Title	Description	Example
Twitter_tweettext	Tweet text	The content of individual tweets posted during the reporting period.	For example, HIV Treatment Works. Share CDC's new campaign with your patients <a href="http://go.usa.gov/pcfT">http://go.usa.gov/pcfT</a> #HIVTreatmentWorks 
Twitter_time	Date	List the date when the tweet was posted.	6/14/2015
Twitter_engagements	Engagements	Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including retweets, replies, follows, favorites, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.	
Twitter_engagementrate	Engagement rate	Number of engagements divided by impressions	
Twitter_retweets	Retweets	The total number of times the content was retweeted.	For example, this tweet shows that it has been retweeted 13 times.

## List of Metrics for Twitter – Post Level Domain

				
Twitter_replies	Replies	Times a user replied to the Tweet		
Twitter_favorites	Favorites	Times a user favorited the Tweet		
Twitter_postcomments	Comments	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>	

## 13. Instagram

### Description

The Instagram domain captures data that comes from the Instagram account @ActAgainstAIDS. Instagram metrics come from social media analytics platforms like Simply Measured. While Simply Measured is the system currently in use, please note that the systems could be upgraded or changed in the future. Data in this domain is captured to exemplify how individuals are interacting with photos and graphics posted on the account.

**Table 14. List of Metrics for the Tweets Domain**

Metric ID	Title	Description	Example
Instagram_followers	Followers	The total number of followers for the account.	
Instagram_newfollowers	New followers	The total number of followers for the reporting period.	
Instagram_posts	Posts	The total number of posts during the reporting period.	
Instagram_fanresponses	Fan responses	The total number of comments on posts during the reporting period.	
Instagram_likess	Fan likes	The total number likes on the account for the reporting period.	
Instagram_comments	Comments	This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.	
		It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.	

## 14. Videos

### Description

The video domain is capturing data related to video views. These are videos that have been posted on an internet video sharing platform like YouTube, where the amount of times a video is viewed can be tracked based on clicks or intentional views. Table 15 lists the metrics available for the Videos domain.

**Table 15. List of Metrics for the Videos Domain**

Metric ID	Title	Description	Example
Begin_date	Reporting Begin Date !*	The begin date lists the date the video was released and displayed.	
Video_end_date	Reporting End Date !*	The end date lists the date the video was displayed.	
Videos_videoviews	Number of video views in the reporting period	This refers to the number of times the video was viewed in a certain period. A view could change depending on the platform.	Most videos are housed on YouTube and they define a view as having actively loaded a video. Autoplayed videos do not count.
Videos_platform	Video Platform	This refers to the platform where the video is hosted. The database will have the following dropdown menu available for selection: <ul style="list-style-type: none"> <li>i. (other)</li> <li>ii. (unknown)</li> <li>iii. Break</li> <li>iv. CDC.gov</li> <li>v. Daily Motion</li> <li>vi. Metacafe</li> <li>vii. Revver</li> <li>viii. Viddler</li> <li>ix. Vidilife</li> <li>x. Vimeo</li> <li>xi. Yahoo! Video</li> <li>xii. YouTube</li> </ul>	For example: YouTube or Dailymotion.
Videos_url	Link to Video	The URL where the referenced video is available for viewing.	

## List of Metrics for Videos Domain

---

Videos_comments	Comments *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>	<p>For example, if data are missing, it is helpful to put into the comments section that you are awaiting data and it will be updated later. However, a common mistake has been for people to put zip codes or into the comment section. Since zip codes are a separate metric, they do not belong here.</p>
-----------------	---------------	---	--

---

## 15. Business Responds to AIDS (BRTA) Initiative Metrics

---

### Description

BRTA was launched in 1992 as a long-term, primary prevention program for HIV education. This program encourages business executives, managers, and labor leaders to undertake comprehensive workplace HIV education. The table below documents BRTA specific metrics related to recruitment and outreach and training and technical assistance efforts that do not fall under the domains currently listed within the Act Against AIDS (AAA) data dictionary.

**Table 15. List of Metrics for the BRTA Initiative**

Title	Description
<b>Number of businesses invited to BRTA recruitment/engagement events</b>	This is the number of businesses invited to attend BRTA recruitment/engagement events (including webinars)
<b>Number of businesses that attend BRTA recruitment/engagement events</b>	Number of businesses that attend the BRTA recruitment/engagement events (including webinars)
<b>Number of businesses that join BRTA as a partner</b>	This is the number of businesses who commit to adopt at least one of the five BRTA principles
<b>Number of BRTA partners that attend BRTA webinars for technical assistance/training</b>	Number of businesses that attend the BRTA recruitment and information webinars.
<b>Number of BRTA partners requesting/receiving technical assistance/training</b>	Number of businesses that request/receive technical assistance/training
<b>Comments</b> *	<p>This is an open-text field to allow for any comments to be entered to might be helpful later to explain the context or nature of the data entered.</p> <p>It is important to carefully look at all of the metrics to make sure that whatever comment you would like to make is not already provided below in a different cell.</p>