Benchmark Achievement Form

Web/Social Media Presence

Select one of the following:

Benchmark Achievement Anticipated (current) - $500

Benchmark Achieved (past) - $250

Benchmark In Progress **-** EstimatedAchievement Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Benchmark Revisited Due to Significant Changes in District (describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Not Working on Benchmark

Website and Social Media Address(es):

Most Recent Number of Website Page Views:

Most Recent Number of Unique Website Visitors:

Current Number of Facebook Followers:

Current Number of Other Social Media Followers (Twitter, Instagram, etc):

Is your website and social media consistent with your district’s brand/identity?  Yes  No

What services do you use to keep your website secure?

Who is in charge of regular website updates and maintenance?

Who is in charge of generating/posting new website content?

Who is in charge of generating/posting new social media content?

How does your district leverage its website and social media to market and promote district businesses?

What impact has your district’s website and social media had on district business revenue?