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Bureau of Justice Assistance Training and Technical Assistance Reporting Portal: Social Media Activity Reporting

This tip sheet provides guidance on how to enter performance metric data on social media activities in the Bureau of Justice Assistance (BJA) Training and Technical Assistance (TTA) Reporting Portal.

Are you using social media to support BJA grant–funded TTA services?

If yes, you should be reporting these activities in the TTA Reporting Portal within existing TTA and deliverable types!

Why should I report on my organization's social media activities in the TTA Reporting Portal?

Social media is an invaluable tool that can be used to support and market TTA services and share deliverables to a broader audience. If used effectively and dependent on audience type, social media can assist in marketing information to a larger audience through shares with outside networks that may not follow your organization's or program's social media. When social media is used to support TTA and deliverable activities funded through BJA awards, the activities should be recorded in the TTA Reporting Portal. This reporting ensures that BJA is aware of all marketing avenues being used and provides them with insight into the breadth of reach of those marketing activities.

How should I report my organization's social media activities in the TTA Reporting Portal?

Webinars, Podcasts, and Recorded Material – If these materials are posted through video and audio sharing platforms, such as YouTube, Vimeo, Spotify, or others, the performance metrics related to downloads, listens, or views should be provided in the performance metrics narrative field of the Recorded (Podcast/DVD/CD/Webinar) deliverable type.

Social Media (Twitter, Facebook, LinkedIn) – Social media activities often link back to program websites to access reports, fact sheets, or other written materials or to register for events, trainings, or webinars.

As such, the performance metrics related to social media activities, such as likes, impressions, shares, and/or followers, should be provided in the performance metrics narrative field of the Website deliverable type. Providers should report on the metrics that make sense to them

based on the social media used. For example, if your organization is active on Twitter, you may want to report impressions, retweets, mentions, and/or followers. These metrics can be captured for the entire award-specific social media accounts for a designated period of time (e.g., monthly or every reporting period). If you post award activity on a company-wide social media account, metrics would need to be specific to only award-related posts.

Please contact the BJA NTTAC Concierge Team at BJANTTAC@ojp.usdoj.gov or 1-833-872-5174 if you have questions or need assistance with reporting social media performance metrics in the TTA Reporting Portal.

in **@BJANTTAC**

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www.bjatta.bja.ojp.gov

BJA NTTAC is able to share BJA-funded event and content through its social media accounts

Will there eventually be a social media deliverable type developed for the TTA Reporting Portal?

BJA and BJA NTTAC will evaluate the social media performance metrics provided following the above guidance to determine if a specific social media deliverable type is needed. If it is determined that a social media deliverable type is needed, the BJA NTTAC Team will inform TTA Reporting Portal users of this update

Please contact the BJA NTTAC Team at bjanttac@usdoj.gov or 1-833-872-5174 for assistance or to ask questions about the BJA TTARP.