

previous section) Therefore, when calculating match for this earned media, it is given a higher value than the base amount charged for the same size paid advertising.

When calculating the value of this earned media, TxDOT allows you to apply a 5x factor to the paid media cost (Ad Value) to include the additional free publicity value. As with all match, Calculated Earned Media Value must be documented and auditable by securing backup such as the pricing guide from the media outlet, an email quote, etc.

**NOTE:** Each newspaper and each market/city is priced differently, so for each story and for each claim the match price verification (documentation) must be from the newspaper that placed the ad.

**C. SOCIAL MEDIA:**

- 1. SOCIAL MEDIA FOR GENERAL AND STEP GRANTS: NOT ELIGIBLE MATCH UNLESS APPROVED BY TXDOT:** Social media refers to internet forums and social networks. Technologies include blogging, Facebook, Twitter, Digg or Reddit, You Tube, Instagram, picture-sharing, music sharing, or social commentary. In this case measurement is not as obvious as it is with actions taken by traditional media. So, TxDOT has established the earned social media values listed in this document.

All subgrantees are eligible to participate in the program. Participation is optional and the subgrantee can opt out of the program. **NOTE:** Subgrantees may not participate and begin earning social media match until they 1) read the document located at the following link ([https://www.txdot.gov/apps/eGrants/eGrantsHelp/Media/InstructionTxDOTSocialMediaMatch\\_FY18.pdf](https://www.txdot.gov/apps/eGrants/eGrantsHelp/Media/InstructionTxDOTSocialMediaMatch_FY18.pdf)), 2) attend a TxDOT social media match training webinar, 3) notify your TxDOT Grant Manager of your decision and 4) participants must agree to submit social media match reports on a monthly basis with RFRs, even if there is not an amount to claim for the month.

How to Calculate at Earned Media Value match rate:

1. 6 (column length in inches) X 2 columns = 12 inches
2. 12 inches X \$100 (per inch value) = \$1,200 (advertising value)
3. \$1,200 (advertising value) X 5 (factor for standard publicity value) = \$6,000 (Standard Publicity Value Match)

Total Match = \$6,000

**SOCIAL MEDIA VALUATIONS**

EARNED SOCIAL MEDIA VALUATIONS	VALUE
Independent Blog (not owned by TxDOT, TxDOT contractor, or subgrantee)	\$853.00
Facebook “like, love” or any other emojis	\$1.60
Facebook 3 <sup>rd</sup> -party posts and mentions	\$10.17
Facebook comments	\$10.17
Facebook shares and re-posts	\$10.17
Facebook unique video views to 95% or more	\$3.25

2. **SOCIAL MEDIA FOR TXDOT MEDIA VENDORS:** Media Vendors awarded official media campaign contracts directly from TxDOT are authorized to purchase advertising and can claim match for earned media value on social forums where paid advertising is allowed. Media Vendors can also earn match on free social media postings as trained participants in the social Media Match program.

d. **MATCH FOR TXDOT MEDIA VENDORS ONLY** Media Vendors who are awarded official media campaign contracts directly from TxDOT are authorized to purchase advertising and can claim media match for earned media value on social forums where paid advertising is allowed in the news feed (not banner ads or side bar ads).

**NOTE:** When a media vendor purchases a posting that is executed in order to engender a conversation around the campaign, then an *earned-media* value can be determined. For example: Twitter allows paid ads to be placed in the Twitter news feed. If a Twitter “buy” is made to purchase tweets for promotional purposes, then the *earned media* action is to have those tweets picked up and re-tweeted. Similar to traditional *earned media*, in the world of social media, a re-tweet is more valuable than the original tweet. A re-tweet is what makes Twitter viral. Most importantly a re-tweet shows that someone has derived some value from your content.

So again, as with traditional media, any time an advertising message is seen not as an ad message, but as “editorial”, the standard value is 5x that of paid advertising for all TxDOT grants. So, when calculating the value of a re-tweet on Twitter or a re-post on Facebook, apply a 5x factor to the original paid media cost for each re-tweet in order to estimate the *earned media* value. For any earned media, including social media, the value must be documented, and records maintained.

Facebook live event & webcast views to 10 seconds or more	\$1.00
Twitter 3 <sup>rd</sup> party tweets and mentions	\$5.00
Twitter comments/replies, likes, and re-tweets	\$5.00
Twitter “follow”	\$2.25
Twitter video views	\$0.50
Digg or Reddit Post	\$2.00
StumbleUpon Post	\$1.43
YouTube 3 <sup>rd</sup> -party posts	\$10.17
YouTube video views	\$7.50
YouTube likes	\$5.00
YouTube shares	\$5.00
YouTube comments	\$5.00
Instagram 3 <sup>rd</sup> party posts	\$10.17
Instagram likes/loves	\$1.60
Instagram comments	\$10.17
Instagram shares	\$10.17
Instagram video views	\$0.50