

CAMPAIGN TAGGING REFERENCE

	Source Who is viewing this?	Medium The outreach channel	Name Campaign name	Content* Specific message
Send an email	Name of list	email	Example: Spring15Fundraising	Date + subject line
Tweet a link	Twitter	social	Example: Spring15Fundraising	Date + time
Post to Facebook	Facebook	social	Example: Spring15Fundraising	Date + subject
Promote a post on Facebook or Twitter	Facebook Twitter	promoted-social	Example: Spring15Fundraising	Date + subject
Banner or cost-per-click ads	Name of advertising network (eg. google)	banner cpc	Example: Spring15Fundraising	Ad version