

# **FY18 QUICK REFERENCE GUIDE**

## **TxDOT Approved Values**

<b>Earned media actions originating from free social media postings</b>	<b>Value</b>
<b>Independent Blog</b> (not owned by TxDOT, TxDOT contractor, or sub-grantee)	\$853.00
<b>Facebook</b> “like, love” or any other emojis	\$1.60
<b>Facebook</b> 3 <sup>rd</sup> -party posts and mentions	\$10.17
<b>Facebook</b> comments	\$10.17
<b>Facebook</b> shares and re-posts	\$10.17
<b>Facebook</b> unique video views to 95% or more	\$3.25
<b>Facebook</b> live event & live event video views to 30 seconds or more	\$1.00
<b>Twitter</b> 3 <sup>rd</sup> party tweets and mentions	\$5.00
<b>Twitter</b> comments/replies, likes, and re-tweets	\$5.00
<b>Twitter</b> “follow”	\$2.25
<b>Twitter</b> video views	\$.50
<b>YouTube</b> 3 <sup>rd</sup> -party posts	\$10.17
<b>YouTube</b> video views (USA or 95%)	\$7.50
<b>YouTube</b> likes	\$5.00
<b>YouTube</b> shares	\$5.00
<b>YouTube</b> comments	\$5.00
<b>Instagram</b> 3 <sup>rd</sup> party posts	\$10.17
<b>Instagram</b> likes/loves	\$1.60
<b>Instagram</b> comments	\$10.17
<b>Instagram</b> shares	\$10.17
<b>Instagram</b> video views	\$.50

**INFLUENCER:** Values may be adjusted higher based on whether the action/posting/tweeting is done by an “influencer” or “celebrity” (individual or organization). Values may be adjusted higher (increased) from the amount indicated in the chart based on the number of followers held by the person or organization who has taken the action. Verification is required.

# of followers – divided by 1,000 – multiplied by the unit value for Twitter free/volunteer actions shown in the charts above.

Only earned media will qualify for match in this program. We will exclude from our calculations as much as possible, the two categories defined as: 1) “paid media” and 2) “owned media”.