

## **DARIA Framework Playbook: *Applying Impact Metrics in Newsrooms***

### **Introduction**

The DARIA framework is designed to help newsrooms define, track, and leverage impact metrics efficiently without overwhelming staff. It provides a clear structure for making data accessible, meaningful, and actionable.

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## **DARIA Framework Overview**

### **DARIA Stands For:**

1. **Define** – Identify what impact means for your newsroom.
  2. **Access & Awareness** – Ensure teams engage with and use metrics.
  3. **Report** – Present data in a useful, clear, and insightful way.
  4. **Inform** – Use data to guide, not dictate, decision-making.
  5. **Automate** – Reduce manual workload by leveraging tools.
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## **Step 1: Define – What Impact Means for Your Newsroom**

 **Key Question:** What does impact look like for your newsroom?

 **It's different for every newsroom:**


- Audience growth
- Policy change

- Community engagement
- Investigative influence

 **Action Step:** Identify **2-3 key impact metrics** tailored to your newsroom's mission and goals.

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## Step 2: Access & Awareness – Ensuring Teams Engage with Metrics

 **The Problem:** If metrics aren't accessible, they get ignored.

 **The Solution:**

- Store data in a shared, easy-to-access location (e.g., dashboards, Google Sheets, Airtable).
- Train staff to interpret key metrics.
- Regularly communicate insights in short, engaging formats (e.g., Slack updates, email summaries).

 **Action Step:** Choose a **centralized tool** for storing and sharing impact data.

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## Step 3: Report – Presenting Metrics in a Meaningful Way

 **Best Practices for Reporting:**

- Keep reports short and tailored to the audience (editors, reporters, funders).
- Use visuals and summaries rather than overwhelming staff with raw numbers.
- Share qualitative insights alongside quantitative data.

💬 **Example:** Use a Slack channel for impact wins and real-time insights.

📝 **Action Step:** Develop a **reporting cadence** (weekly, monthly) with a **clear format** for presenting impact data.

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## Step 4: Inform – Using Data to Guide Strategy

📊 **No growth? No problem. Look for deeper engagement trends.**

🔧 **Data should guide decisions, not dictate them.**

- Use metrics to inform **story choices** and **distribution strategies**.
- Discuss impact insights in **editorial meetings**.
- Avoid chasing vanity metrics—focus on **mission-driven outcomes**.

📝 **Action Step:** Create a habit of **discussing impact metrics in editorial meetings** at least once a month.

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## Step 5: Automate – Reducing the Tracking Workload

⚙️ **Make tracking efficient, not exhausting.**

- Use automation tools to collect and display data (Google Analytics, Looker Studio, Airtable).
- Set up alerts for significant impact events (e.g., policy citations, investigative outcomes).
- Reduce manual tracking by integrating tools like DataSketch or RSS feeds.

📝 **Action Step:** Identify **one manual data collection process** to automate this quarter.

## Examples of Applying the DARIA Framework

### If impact = audience growth...

**Define:** Track website traffic, engagement, loyal readers.

**Access:** Use Google Analytics, newsletter data.

**Report:** Create dashboards with trends and retention rates.

**Inform:** Share insights in newsroom meetings.

**Automate:** Set up automated reports.

### If impact = policy change...

**Define:** Monitor legislative mentions, citations.

**Access:** Track hearings, official statements.

**Report:** Maintain an impact log of policy shifts.

**Inform:** Update newsroom teams regularly.

**Automate:** Use alerts and tracking tools.

### If impact = community engagement...

**Define:** Measure event attendance, reader feedback.

**Access:** Collect social shares, survey responses.

**Report:** Maintain engagement logs and case studies.

**Inform:** Share reports internally.

**Automate:** Use CRM tracking tools.

### If impact = investigative influence...

**Define:** Track resignations, lawsuits, legal actions.

**Access:** Monitor government responses and watchdog reports.

**Report:** Document changes in an impact dashboard.

**Inform:** Share findings in editorial debriefs.

**Automate:** Use FOIA tracking tools.

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## Key Takeaways

- ✓ Metrics should **support, not overwhelm** journalists.
- ✓ Combining **quantitative and qualitative** data provides a fuller picture of impact.
- ✓ Creating a **culture of sharing impact wins** helps journalists see the value of their work.
- ✓ **Regular discussions and automation** make tracking more sustainable.

 **Need help implementing the DARIA framework?** Contact LF Voices Collective for training and resources.

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## DARIA Framework One-Pager (Quick Reference)

 **DARIA Framework: Making Impact Metrics Work for Newsrooms**

### DARIA: The Five Steps


- 1 **Define** – Identify what impact means for your newsroom.
- 2 **Access & Awareness** – Make data easy to find and use.
- 3 **Report** – Present metrics in an insightful, easy-to-read format.
- 4 **Inform** – Use data to guide newsroom decisions.
- 5 **Automate** – Reduce the manual workload with tools.

### How to Apply DARIA

- ✓ **Choose your top 2-3 impact metrics.**
- ✓ **Ensure easy access to data for all teams.**
- ✓ **Keep reports concise and tailored to different stakeholders.**

- ✓ **Discuss impact metrics in editorial meetings.**
- ✓ **Use automation tools to streamline tracking.**


**Examples of Impact Metrics by Type:**  **Audience Growth** – Website traffic, engagement time, newsletter signups


 **Policy Change** – Legislative citations, new regulations, government actions

 **Community Engagement** – Event attendance, reader feedback, social shares

 **Investigative Impact** – Resignations, legal actions, watchdog reports

 **Pro Tip:** Focus on **storytelling impact** rather than just numbers.

 **Next Steps:** Implement one action step per week to integrate the DARIA framework into your newsroom's workflow.

 **Want more support?** Contact LF Voices Collective for workshops and consulting.