

Press Clipping Template

This template is designed to help you efficiently organize and document your press clippings. It includes the following sections:

1. **Media Type:**
 - Identify the source of the mention (e.g., newspaper, magazine, blog, social media, etc.).
 2. **Publication Date:**
 - Record the date when the mention was published.
 3. **Mention Tone:**
 - Determine the sentiment of the mention (e.g., positive, negative, neutral).
 4. **Impact Assessment:**
 - Evaluate the impact of the mention on your brand, considering factors like reach, engagement, and any changes in public perception.
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How to Use:

1. **Media Type:** Please indicate the type of media in which your brand was mentioned. This will help you categorize your clippings by source.
2. **Publication Date:** Enter the exact date the mention appeared. Tracking dates is crucial for analyzing trends over time.
3. **Mention Tone:** Assess whether the mention was positive, negative, or neutral. This will help you gauge overall sentiment towards your brand.
4. **Impact Assessment:** Reflect on how the mention affected your brand. Was there increased web traffic, social media engagement, or sales? Note these observations to understand the impact.