**ANNEX B**



Post Project Report

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| **I** | **DETAILS OF PROJECT** | | | |
| Our SG Grants Portal Reference ID | | | | |
| Name of Grant Recipient | | | | |
| Title of Project | | | | |
| Venue (s) | | | | |
| Project Date(s)  Start  End | | | | |
| **II** | **GENERAL COMMENTS / FEEDBACK** | | | |
| *Please provide some comments on whether the project has managed to achieve the desired outcomes (e.g. did the project reach the intended/targeted audience, etc)* | | | | |
| **III** | **REPORTING INDICATORS** | | |
| **For Performances / Exhibitions** | | | **Actual** |
| Number of Performances / Exhibition Days | | |  |
| Total Attendance | | |  |
| Number of Tickets Sold (if applicable) | | |  |
| Percentage House (if applicable) | | |  |
| Number of New Works created (if applicable) | | |  |
| Number of volunteers engaged (if applicable) | | |  |
| **For Other Types of Projects including Community Participation Projects** | | | **Actual** |
| Number of Activities[[1]](#footnote-2) | | |  |
| Total Attendance | | |  |
| Total number of Participants | | |  |
| Number of Tickets Sold (if applicable) | | |  |
| Number of New Works created (if applicable) | | |  |
| Number of volunteers engaged (if applicable) | | |  |
| **IV** | **DIGITAL INDICATORS[[2]](#footnote-3) FOR PROJECTS INVOLVING DIGITAL ELEMENTS** | | | |
| **Key Digital Indicators** | | **Actual** | | |
| **A. Reach on Websites/Mobile Application** | |  | | |
| **B. Reach on Social Media & Audio-Video Platforms** | | | | |
| 1. Social Media (including video conferencing platforms e.g. Zoom attendees) | |  | | |
| 1. Video Platforms | |  | | |
| 1. Audio Platform | |  | | |
| **C. Engagement on Social Media Platforms** | | | | |
| 1. Total sum of reactions (including likes), shares, comments | |  | | |
| 1. Engagement Rate *(Ci divide by A+Bi)* | |  | | |
| **D. Total no. of pieces of content published/posted** | | | | |
| 1. Unique number of content | |  | | |
| 1. E-publications (Published) | |  | | |
| 1. E-publications (Sold/loan/downloaded) | |  | | |
| 1. Number of pieces of content by language (if applicable) | | English  (     )  Chinese / Dialects (     )  Malay  (     )  Tamil / Non-Tamil Indian Languages (     )  Multi-lingual (     ) | | |
| **V** | **SURVEY RESULTS / SCORES**  *NAC reserves the right to review, withdraw or withhold current Funding in full or in part if the Grant Recipient does not conduct the audience survey and/or submit the data collected from this survey. The incomplete/non-submission of survey results will also be taken into consideration for future grant applications.* | | | |
| Please report the consolidated survey results using Annex B2. | | | | |

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| END OF POST PROJECT REPORT |

**Appendix 1**

**Digital Indicators**

Please track and report the following digital indicators for the relevant platforms and based on what is available to you. Apart from **Reach**, **Engagement** provides further insights into the programme’s resonance with your viewers or audiences. The number of **Content Pieces** is important for us to understand how many people have been reached and engaged across the quantity of unique content available online. NAC also hopes to find out the **language** (for verbal/textually-conveyed programmes) used across content pieces, as this informs us that there is a pool of arts content across different languages available to multi-lingual viewers.

For the following digital indicators, please refer to Annex B for the guiding principles that should support your counting and tracking.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Digital Platforms** | **Key digital indicators**  (Platforms listed are commonly-used platforms, and are non-exhaustive examples, please refer to the Annex B for other examples. Should you have used other platforms to present and publish your projects, please report the equivalent indicators.) | | | | | | | | |
| **A. Reach on Websites / Mobile Applications** [extract from Google Analytics] | | | | | | | | | |
| Websites/Mobile Applications | **Unique metrics**  [For Microsites]  Website/Application Visitors i.e. Total Users (unique) | | | OR | [For sub-pages within main website]  Unique Page Views on the page that the content is natively hosted | | | | |
| **B. Reach on Social Media & Audio-Video Platforms** [extract from analytics or insights of the respective platforms] | | | | | | | | | |
| Bi.  Social media (including video conferencing platforms, e.g. Zoom attendees) | **Unique metrics**   * Facebook Reach (unique) * Instagram Reach (unique) | | * YouTube unique viewers, min. 30 sec duration (unique) * Bigo Live livestream viewers, note: user must note down viewership at the end of each livestream (unique) | | | | | | |
| Bii.  Video platforms | N**on-unique metrics**   * Facebook views (non-unique) * Instagram views (non-unique) | | * YouTube views (non-unique) * Vimeo Views/Plays (non-unique) | | | | | | |
| Biii.  Audio platforms | **Non-unique metrics**  Spotify Plays/Streams – min. 30 sec (non-unique) | | Apple Music Plays – min. 30 sec  (non-unique) | | | | Google Play Plays – min. 20 sec  (non-unique) | | |
| **C. Engagement on Social Media Platforms** [extract from analytics or insights of the respective platforms] | | | | | | | | | |
| Ci.  Social Media Engagement | **Total no. engagements is the sum of reactions (incl likes), shares, comments** (to measure resonance with content) | | | | | | | | |
| Cii.  Social Media Engagement Rate | **Total Engagements divide by Total Reach** | | | | | | | | |
| **D. Total no. of pieces of content published / posted (D + Dii)** | | | | | | | | | |
| Di.  Unique content | E.g. a series of 4 videos or 4 songs = 4 unique content pieces  E.g. 1 video, 2 versions (Eng & Mandarin) = 2 unique content pieces | | | | | | | | |
| Dii.  E-publications (published) | | | | | | | | | |
| Diii.  E-pubications (sold/loaned/downloaded) | | | | | | | | | |
| Div.  # of pieces of content by language | * English \_\_\_\_\_ | * Chinese / Dialects \_\_\_\_\_ | | * Malay \_\_\_\_\_ | | * Tamil / Non-Indian Tamil Languages \_\_\_\_\_ | | * Multi-lingual \_\_\_\_\_ | * NA |
| **E. Total Reach (Unique)** | **A + Bi** | | | | | | | | |
| **F. Total Consumption (Non-unique)** | **A + Bii + Biii + Diii** | | | | | | | | |

**Appendix 2**

**Guiding principles for reporting digital indicators**

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| 1. **At which point should you extract the digital indicators for reporting?** | | |
| 1. **Online content with an expiry date**   e.g. pre-recorded performance online from 1-10May, taken down/deleted after 10 May | | From publish date to programme’s end point or reporting deadline, whichever is earlier |
| 1. **All other online content that will be posted/published online for eternity** | | From publish date to reporting point/reporting deadline |
| 1. **Other Important guidelines to note when counting digital indicators** | | |
| 1. **Report for applicable platforms** | **Reporting should be done for the applicable platforms** **only**, and as long as the digital indicators are available to the grant recipient / partner.  NAC notes that free/personal vs business/premium accounts on various online platforms will offer varying access to digital indicators. | |
| 1. **Paid & Organic posts** | For all social media platforms, to track **both paid & organic posts. There is no need to differentiate between both types of posts for reporting purposes.** | |
| 1. **Embedded content** | **For audio-video content embedded in websites**, **digital indicators to be tracked from the original source where the content is hosted**, and not double counted to include website visitor/unique page views e.g. if a YouTube video is embedded on website, track digital indicators from YouTube only. | |
| 1. **Content on multiple platforms** | **If the same piece of content is hosted on multiple platforms (e.g. on FB, IG & YT), digital indicators should be counted across all platforms where content is hosted**, but note point 2d about embedded content. | |

Other examples of digital platforms include:

* SoundCloud
* Zoom
* Tik Tok

1. If you are organising one performance with multiple showings over a few days, it is considered 1 activity. If you are organising a Festival, please break it up into the different performances/exhibitions and report them under the Presentations / Exhibitions. [↑](#footnote-ref-2)
2. Please see Appendices 1 and 2 for guidance on the following digital indicators. Please report the figures that are relevant for your project. [↑](#footnote-ref-3)