

Date	The date when the activity was performed.
Partner	The partner organization who carried the activity
Channel	The communication channel used (e.g., Website, LinkedIn, Facebook, Twitter).
Permalink	The link to the specific post or webpage where the activity was carried out.
Short description of the post	A brief description of the content of the post or activity.
N. of people involved	The reach or engagement metrics for the post (for social media: includes impressions, views, likes, etc.).