



# PRACTICAL MEASUREMENT

For communications & social media

Tara Knight  
Hill & Knowlton

# PRACTICAL MEASUREMENT

- Practical Measurement
  - What is it?
  - How to measure
    - A little philosophy
    - A few tools
    - Media relations points
  - Questions

# WHAT IT IS NOT....

## Myths of communications measurement

- There is a 'magic' solution
- It's easy & straight forward
- You can capture \*everything\*
- Everyone will understand what is being measured, and what it means



# SO WHAT IS MEASUREMENT IN COMMUNICATIONS?

- A defined perspective on your communications
- Set of guiding principles
- An overall approach / framework to measure the outcomes of activity
- Menu of tools and methods from which to choose (capabilities)
- Specific to the “client”, the project, their environment etc.
- Evolves over time to account for:
  - Changing expectations/needs / wants
  - New technology/formats



# AD EQUIVALENCY VALUE

An attempt to estimate the value of editorial /earned coverage by using a cost formula based in the costs of advertising in a given outlet

- Problems?
  - Mistakenly viewed as a way to put an “objective number”/ ROI for media relations
  - Compares apples to oranges: Earned media is not the same as an ad
  - Ignores the tone of coverage – a negative or positive story rate equally
  - Doesn't account for social media , such as blogs or other online activity

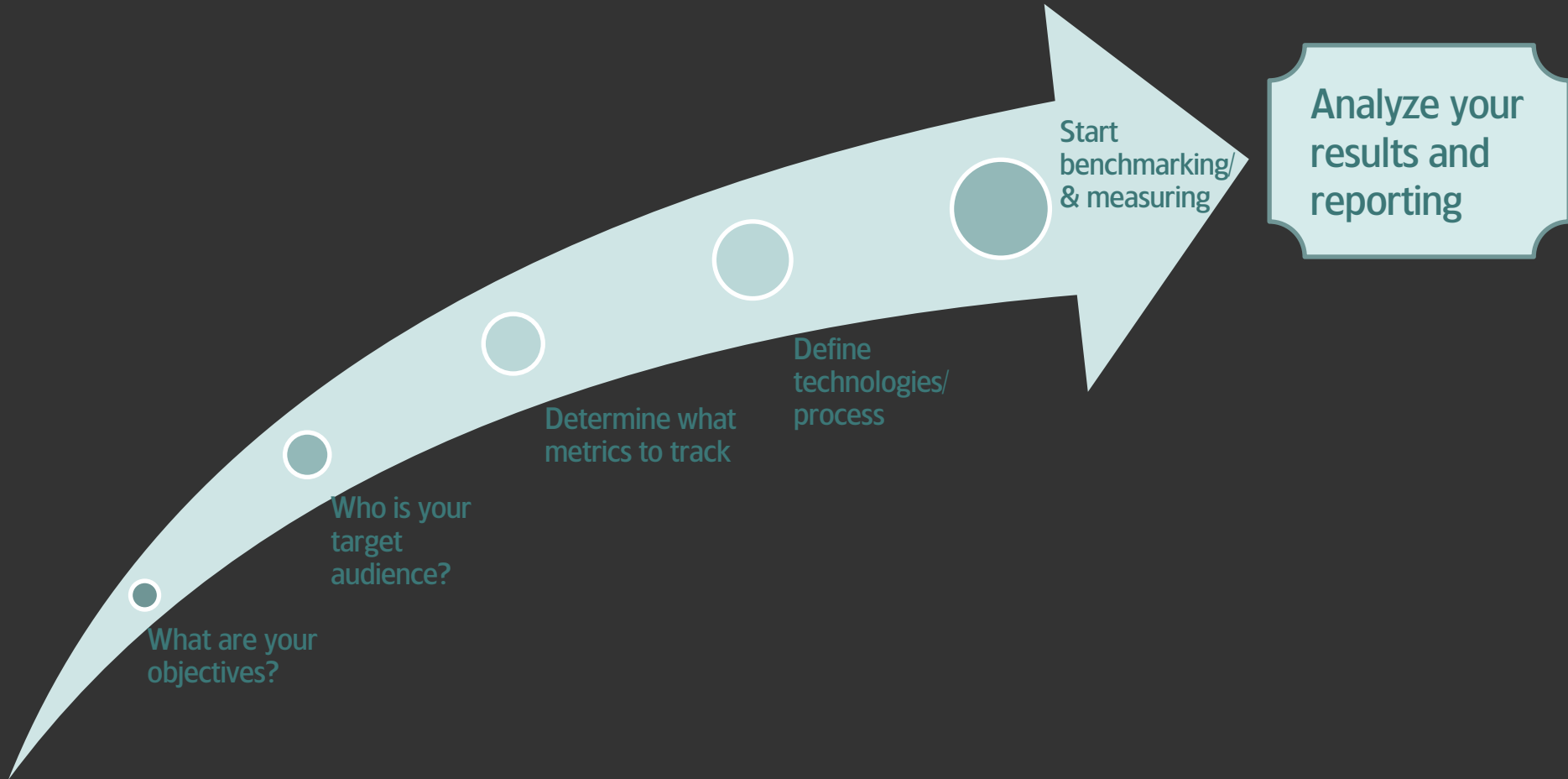


# BARCELONA PRINCIPLES

Global effort to develop consensus on effective communications measurement

- 1.** Goal setting and measurement are fundamental to any PR program
- 2.** Measuring the effect on outcomes is preferred to measuring outputs
- 3.** The effect on business results can and should be measured where possible
- 4.** Media measurement requires quantity and quality
- 5.** Advertising Value Equivalents (AVEs) do not measure the value of PR and do not inform future activity
- 6.** Social media can and should be measured
- 7.** Transparency and replicability are paramount to sound measurement

# STEPS TO MEASUREMENT



# ASK: WHAT ARE YOU MEASURING?

## OUTPUT

- News releases . . . . .
- Media coverage . . . . .
- Tweets . . . . .
- Op-ed's . . . . .
- Blog posts . . . . .
- Klout score . . . . .

OR

## OUTCOME

- Media attention for recent hire (profile)
- Articles drive up orders for a new product (business results)
- Tweets that drive new visitors to your website (drive traffic)
- Government officials reference your op-ed (thought leadership)
- You are sought out by journalists for comment (credibility)
- CEO chosen as a speaker at a sector conference (influence)

# ARE YOU MEASURING OUTPUTS?

## OUTPUT

- News releases .....
- Media coverage .....
- Tweets .....
- Op-ed's .....
- Blog posts .....
- Klout score .....

OR

## OUTCOME

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Easy to quantify ...but

# ARE YOU MEASURING OUTCOMES?

## OUTPUT

- News releases .....
- Media coverage .....
- Tweets .....
- Op-ed's .....
- Blog posts .....
- Klout score .....

OR

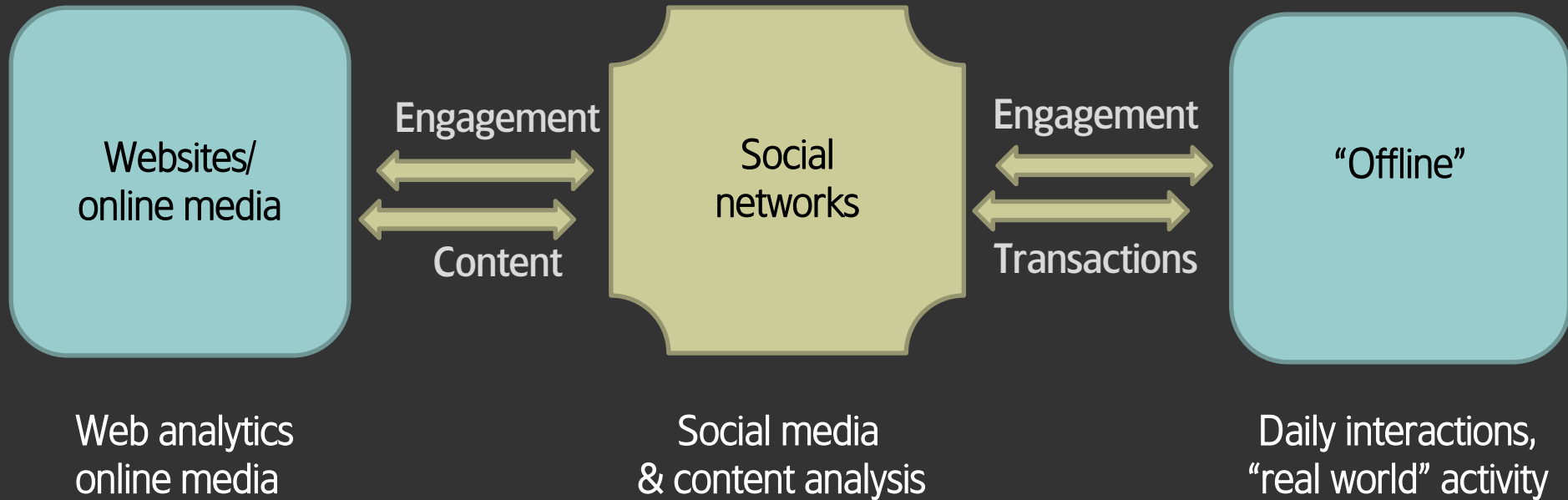
## OUTCOME

- Media attention for recent hire (**profile**)
- Articles drive up orders for a new product (**business results**)
- Tweets that drive new visitors to your website (**drive traffic**)
- Government officials reference your op-ed (**thought leadership**)
- You are sought out by journalists for comment (**credibility**)
- CEO chosen as a speaker at a sector conference (**influence**)



These are measuring quality/results

# HOLISTIC MEASUREMENT

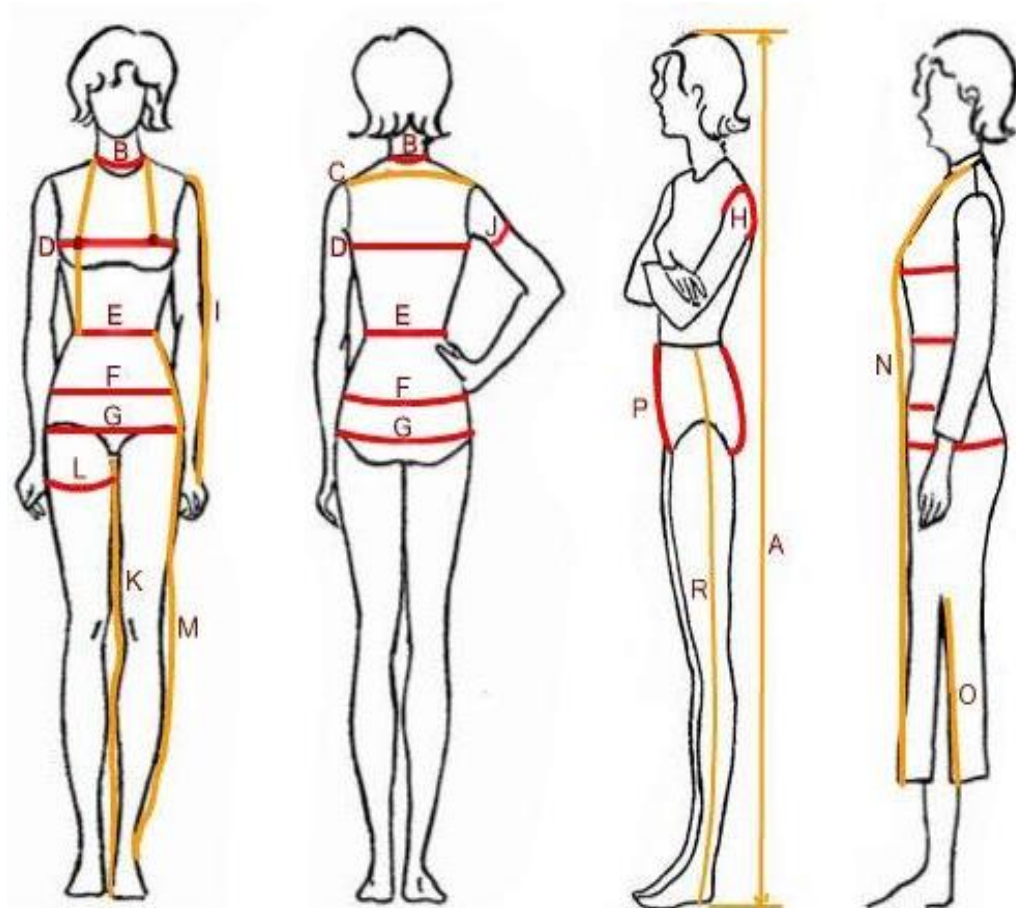


Measure what's important and measure what's relevant to you

# SO, WHAT ARE YOU MEASURING FOR?

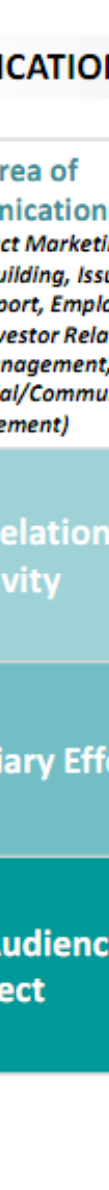
Define your goals & objectives to select the “right” measurements for you

- Impact/ share of voice
- Influence or reach
- Delivery of key messages/ thought leadership
- Audience engagement
- Justify resources – staff or budgets
- Quantifying and analyzing communications and media activity for the C-suite
- Demonstrating value, tactical or strategic
- Sales activity or “return on investment”






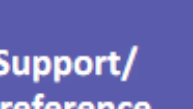



# Valid Metrics Framework Template:

COMMUNICATIONS/MARKETING STAGES




COMMUNICATIONS PHASES




<b>Key Area of Communication</b> <i>(Brand/Product Marketing, Reputation Building, Issues Advocacy/Support, Employee Engagement, Investor Relations, Crisis/Issues Management, Not-for-Profit, Social/Community Engagement)</i>	Awareness	Knowledge/Understanding	Interest/Consideration	Support/Preference	Action
Public Relations Activity					
Intermediary Effect					
Target Audience Effect					<div style="border: 2px solid teal; padding: 5px; text-align: center;"> <b>ORGANIZATION/ BUSINESS RESULTS</b> </div>







# Valid Metrics Framework Template:

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COMMUNICATIONS PHASES



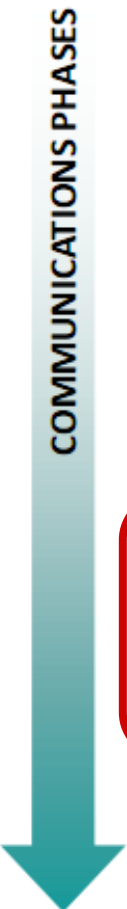
<b>Key Area of Communication</b> <i>(Brand/Product Marketing, Reputation Building, Issues Advocacy/Support, Employee Engagement, Investor Relations, Crisis/Issues Management, Not-for-Profit, Social/Community Engagement)</i>	Awareness	Knowledge/Understanding	Interest/Consideration	Support/Preference	Action
Public Relations Activity	This is the process of producing or disseminating your messages				
Intermediary Effect					
Target Audience Effect					<div style="border: 2px solid blue; padding: 5px; text-align: center;"> <b>ORGANIZATION/ BUSINESS RESULTS</b> </div>

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Public Relations Activity					
Intermediary Effect	<p style="color: red;">These are the metrics reflecting how the messages are reaching your audience</p>				
Target Audience Effect					<b>ORGANIZATION/ BUSINESS RESULTS</b>



# Valid Metrics Framework Template:

COMMUNICATIONS/MARKETING STAGES



COMMUNICATIONS PHASES



<b>Key Area of Communication</b> <i>(Brand/Product Marketing, Reputation Building, Issues Advocacy/Support, Employee Engagement, Investor Relations, Crisis/Issues Management, Not-for-Profit, Social/Community Engagement)</i>	Awareness	Knowledge/ Understanding	Interest/ Consideration	Support/ Preference	Action
Public Relations Activity					
Intermediary Effect					
<b>Target Audience Effect</b>	These are the metrics showing the results & outcomes of your outreach				<b>ORGANIZATION/ BUSINESS RESULTS</b>



	Awareness	Knowledge	Consideration	Preference	Action
Public Relations Activity	<ul style="list-style-type: none"> <li>Content creation</li> <li>Traditional media engagement</li> <li>Social media engagement</li> <li>Influencer engagement</li> <li>Stakeholder engagement</li> <li>Events/speeches</li> </ul>				
Intermediary Effect	<ul style="list-style-type: none"> <li>Audience reach [traditional &amp; social media]</li> <li>Impressions/Target audience impressions</li> <li>Number of articles</li> <li>Video views</li> <li>Frequency</li> <li>Prominence</li> <li>Share of voice</li> </ul>	<ul style="list-style-type: none"> <li>Key message alignment</li> <li>Accuracy of facts</li> </ul>	<ul style="list-style-type: none"> <li>Key message alignment</li> <li>Frequency of (positive) mentions</li> <li>Expressed opinions of consideration</li> <li>Social network Followers</li> <li>Retweets/Shares/ Linkbacks</li> </ul>	<ul style="list-style-type: none"> <li>Endorsement by journalists or influencers</li> <li>Rankings on industry lists</li> <li>Expressed opinions of preference</li> <li>Social network Fans</li> <li>Likes</li> </ul>	
Target Audience Effect	<ul style="list-style-type: none"> <li>Unaided awareness</li> <li>Aided awareness</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of company/product attributes and features</li> <li>Brand association and differentiation</li> </ul>	<ul style="list-style-type: none"> <li>Relevance of brand (to consumer/customer)</li> <li>Visitors to website</li> <li>Click-thru to site</li> <li>Time spent on site</li> <li>Downloads from site</li> <li>Calls</li> <li>Event/meeting attendance</li> </ul>	<ul style="list-style-type: none"> <li>Attitude uplift</li> <li>Stated intention to buy</li> <li>Brand preference/Loyalty/Trust</li> <li>Endorsement</li> <li>Requests for quote</li> <li>Links to site</li> <li>Trial</li> </ul>	<ul style="list-style-type: none"> <li>Sales</li> <li>Market share</li> <li>Cost savings</li> <li>Leads generated</li> <li>Customer loyalty</li> </ul>



	Awareness	Knowledge	Interest	Support/ Preference	Action
Public Relations Activity	<ul style="list-style-type: none"> <li>• Content creation</li> <li>• Traditional media engagement</li> <li>• Social media engagement</li> <li>• Influencer engagement</li> <li>• Stakeholder engagement</li> <li>• Events/speeches</li> </ul>				
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Target Audience Effect	<ul style="list-style-type: none"> <li>• Unaided awareness</li> <li>• Aided awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of company profile and offer</li> </ul>	<ul style="list-style-type: none"> <li>• Relevance of company (to stakeholder)</li> <li>• Visitors to website</li> <li>• Click-thru to site</li> <li>• Time spent on site</li> <li>• Downloads from site</li> <li>• Calls</li> <li>• Event/meeting attendance</li> </ul>	<ul style="list-style-type: none"> <li>• Attitude change</li> <li>• Uplift in reputation drivers e.g. Trust, Admiration</li> <li>• Endorsement</li> <li>• Belief in corporate brand</li> <li>• Links to site</li> <li>• Enhanced relationships with key stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Market share</li> <li>• Share price</li> <li>• Talent retention and recruitment</li> <li>• Cost savings</li> <li>• Customer loyalty</li> <li>• Legislation/regulation passed or blocked</li> </ul>

# TOOL TIME!

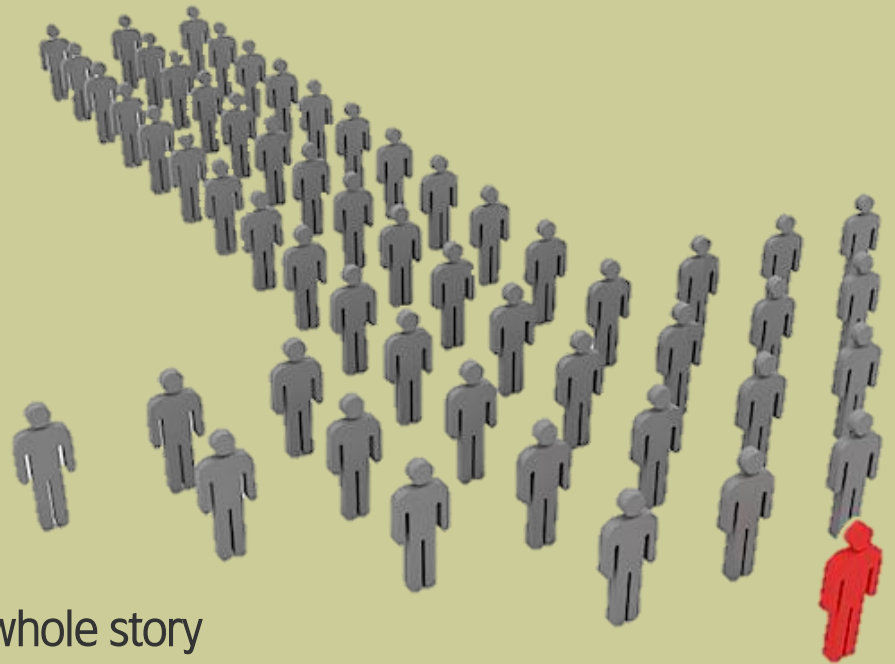
Practical tools (a few) and little more philosophy



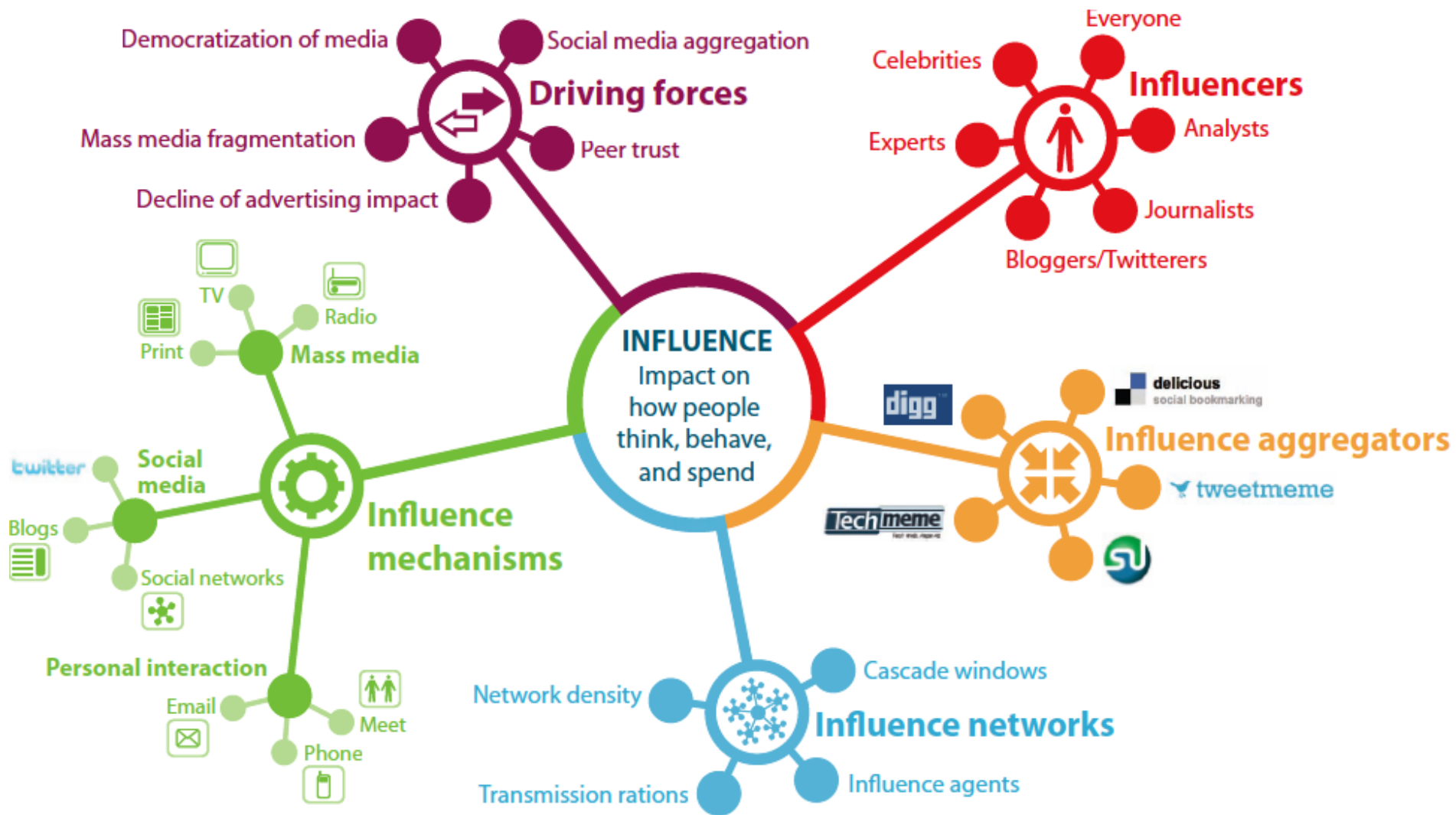
# MEASURING INFLUENCE

Influence is not reach!

- Influence is the measure of what action , change in behaviour or opinion is the result of a given communication
- There is no “magic formula” – influence is related to context
  - Define who/what media /sites/bloggers are influential for your target audience and target them personally, and individually
- Beware of Klout
  - An influence/reach ‘tool’ – but not the whole story (only tracks specific tools online)
  - Influential to some, but not necessarily for your target



# The Influence Landscape Beta v1



# MEASURING INFLUENCE

Excellent resources for building your own influencer list

- Google search
  - Media mentions
  - Commentators
- Lexis Nexis Academic articles
  - Academics
  - Commentators
  - Event speakers
- Hubspot's Grader services ([www.grader.com](http://www.grader.com))
- Twitalyzer for Twitter analytics (<http://twitalyzer.com>)
- FP Infomart for (some) media ([www.fpinfomart.ca](http://www.fpinfomart.ca))

The Google logo, featuring the word "Google" in its signature multi-colored font.The LexisNexis logo, consisting of a red sphere icon followed by the text "LexisNexis" in a black sans-serif font.The TWITALYZER logo, featuring a blue speech bubble icon with a white line graph inside, followed by the text "TWITALYZER" in a bold blue font and "SERIOUS ANALYTICS FOR SOCIAL BUSINESS" in a smaller black font below it.The grader logo, with the word "grader" in a lowercase, orange, rounded sans-serif font.The FPinfomart.ca logo, featuring the letters "FP" in a large, blue, serif font, followed by "infomart.ca" in a smaller, blue, sans-serif font.The LinkedIn logo, with the word "Linked" in a bold black font and the "in" inside a blue square icon.

Grader.com is a suite of tools that helps you measure and analyze your marketing efforts.

 Like  14,489 people like this.



### Website.Grader.com

Free SEO tool that measures the marketing effectiveness of a website. Website Grader has graded over 3,000,000 sites and won numerous awards.



### Square.Grader.com

A fun little tool to help you get the most of FourSquare. Haven't tried FourSquare out yet? Then, never mind.



### Book.Grader.com

A tool for book authors to measure and improve the marketing of their books.



### Facebook.Grader.com

Did you know that there are over 700 million active users on Facebook? Or, that thousands of businesses are setting up Facebook pages to help reach their potential customers...



### Twitter.Grader.com

Twitter Grader is a free tool for measuring the power, authority and reach of a Twitter user. How do you stack up on Twitter?



### Blog.Grader.com

Measure the marketing mojo of your blog.



### PressRelease.Grader.com

Free tool to evaluate your press release. Get the most of your investment in press releases.



### Search.Grader.com

NEW! See which keywords your website is ranking for and how you're doing on SEO'.

You can [profile another Twitter user](#) or learn more about [Twitalyzer's affordable subscription options](#).

Benchmarks

Search

Home

Profile any Twitter User

**Go!**

### Subscription Options

Twitalyzer subscriptions start at only \$4.99 per month and include automatic processing, data export, and much more!

[Get Started Now!](#)

**Gillian Shaw (@gillianshaw)** is a **25-34 year old** who lives near **California, United States**. According to their description on Twitter.com, Gillian Shaw is a Digital life writer at The Vancouver Sun, Postmedia News.

Do you know Gillian Shaw better than we do? [If so, help us update their information.](#)

### Key Measures and Metrics

Gillian Shaw has an average Twitalyzer Impact score in the last 30 days is **4.4%** (putting them in the **92nd percentile** of all Twitter users) and is classified by Twitalyzer as a **Everyday User** (having a small circle of influence but great potential.) When we last looked [about 15 days ago](#), Gillian Shaw had 7,549 followers and was following 1,276 other Twitter users.



**92**



**60**



**51**

Want more cool data? [Check out our Metrics Dashboard!](#)

### Recommendations

[Sign in to Twitalyzer to acknowledge Gillian Shaw's awesomeness!](#)



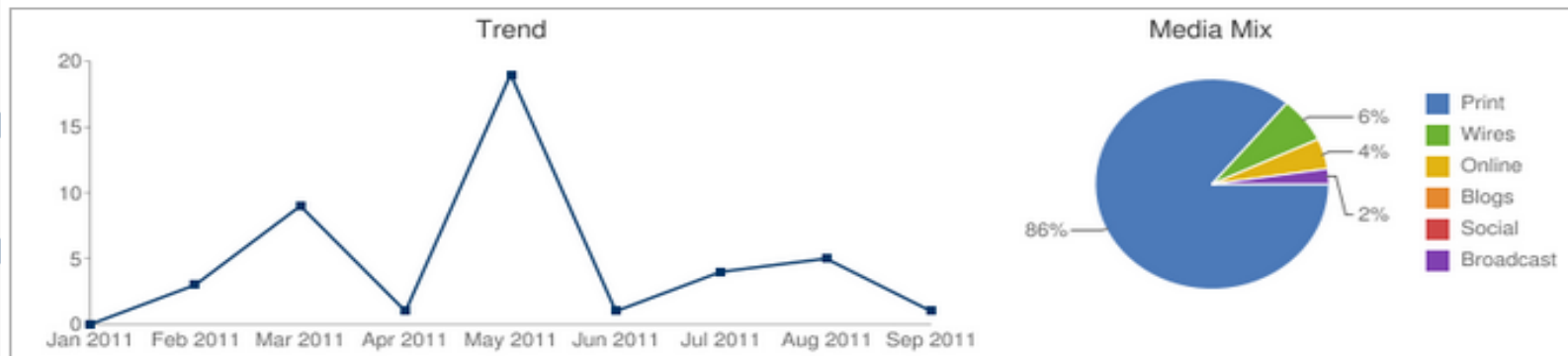
**News Monitoring**

- Latest News
- Quick Search
- Personal Profiles
- Current Events
- Industry News
- Managed Profiles
- Social Media Monitoring**
- Heartbeat Results
- Browse Blogs
- Search Blogs
- Broadcast Monitoring**
- Browse Radio
- Search Radio
- Browse Television
- Search Television
- Downloads
- News Archives**
- Simple Search
- Advanced Search
- Expert Search
- Recent Queries
- Saved Queries
- FP Advisor**
- Company Snapshots
- Companies By Industry
- Corporate Surveys
- Predecessor & Defunct
- Corporate Analyzer
- Investor Reports
- Historical Reports
- Industry Reports
- Dividends
- New Issues
- Fixed Income
- Mergers & Acquisitions
- Directory of Directors
- Additional Databases

**Archive Results**

**social media 20110101-20110922** HEADS UP DASHBOARD MODIFY

1-10 of 22 results Next >



0 SELECTED All None Print Email PDF Peeks Clip Save To

- Column: Social media audits balance art and science**  
 ...for student loans! A **social media** audit, then, is essentially...try to determine if the **social media** program is "working...likes), influence (**Klout** score, Twitter ratios...goal was to tick the **social media** box on your performance... (746 words)  
 Byline: Doug Lacombe, Source: Special to The StarPhoenix, Page: C6, Edition: Final  
 The StarPhoenix (Saskatoon) - Sat Sep 10 2011  
 Tone: Ad Value: \$2,422, Circulation: 60,926
- Everyone has influence (in their own way)**  
 ...deluge. Through various **social-media** forums and whatnot...Let's start with **Klout**. (Yes, with a K...but she has a point. **Klout** depends on connections...mentions their high **Klout** score right off the...time for metrics in the **social media** world. After all... (737 words)  
 Byline: John Gushue, Page: A12  
 The Telegram (St. John's) - Thu Aug 25 2011  
 Tone: Ad Value: \$620 Circulation: 29,662
- For the plugged-in, too many choices; When social networking consumes your life, it may be time for a purge**  
 ...strategy for combating **social media** burnout. Lawrence decided...of websites such as **Klout** and PeerIndex that are...online hierarchy. (On **Klout**, each user is assigned...have experimented with **Klout**.) The most active...Colo... has kept his **social media** routine to less than... (1062 words)  
 Byline: STEPHANIE ROSENBLUM New York Times News Service, Page: GO4, Edition: First  
 Hamilton Spectator - Mon Aug 22 2011  
 Tone: Ad Value: \$6,128, Circulation: 105,160

- Media**
- Print (37)
  - Wires (3)
  - Online (2)
  - Broadcast (1)
  - more>
- Region**
- [-] Canada
  - more>
- Publication**
- Canadian Press (2)
  - Hamilton Spectator (2)
  - Moncton Times & Transcript (2)
  - Sarnia Observer (1)
  - more>
- Byline**
- Dahlia Kurtz (19)
  - Special To Qmi Agency (16)
  - Stephanie Levitz (3)
  - Aaron Wherry (1)
  - more>
- Tone**
- Positive (10)

# SENTIMENT ANALYSIS

Aims to determine the attitude/tone of a item of coverage

- Quality measurement – is the tone of the coverage/conversation negative, neutral or positive?
- Automated sentiment analysis
  - Consider automated sentiment analysis when dealing with a high quantity of coverage
  - Significant margin of error (e.g. does not recognize sarcasm)
  - No automated sentiment “engine” is a substitute for a human being



# TIPS FOR BLOGS

## Measurement tools to consider

- **Traffic sources** – how are people finding you? Google or direct? Traffic to an external blog
- **What are the popular posts – and why?**  
Correlate your popular posts with activities/issues discussed
- **Comments/shares of post s(activity)** does the blog generate feedback? Interaction with readers?
- **Page views per visit** Are the coming to your home page or checking out the site?
- **Percent of new visitors** –Are you retaining readers, or reaching new ones?



Google Analytics



Google Analytics  
for WordPress



Technorati



# MEDIA RELATIONS MEASUREMENT

Clip counts, general impression numbers are important but should be qualified

.....*WITH*.....

- Measurements of the quality of media attention, e.g.:
  - Tone
  - Credibility of the outlet/publication
  - Relevance of the outlet/publication to your target audience
  - Key message inclusion
  - Spokesperson quote

## Select Quality Ratings (3 - 8)

- Company / Brand Mention
- Photo / Image / Logo
- Colour
- Spokesperson Quote
- Prominence in Publication or Broadcast
- Key Message(s)
- Exclusivity
- Headline / Newscast Positioning
- Tier 1 Media Outlets
- Competitive / Peer Inclusion
- Target Audience
- Credibility (of spokesperson, expert etc.)
- Web Site/1-800 Mention
- Call to Action

## Custom Quality Ratings

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

Cancel

Save & View Report

## Media Relations Rating Points system

- Canadian standard for evaluating and reporting editorial media coverage
  - subscription based
  - # are accredited through external companies
  - Allows you to analyze and score media coverage to determine the value of a media campaign
  - Select specific quality ratings for media coverage
  - Media stories must be inputted manually
  - Includes “traditional” media and online websites
  - Can submit outlet/website/publication if they do not appear

website: [www.mrpdata.com](http://www.mrpdata.com)

Publish Date:   (dd/MM/yyyy)

Media Outlet:   Contains  Starts With

Location:  City   Contains  Starts With

Media Type:

Reach:  Type:

Location:   Province:

Notes

Tone

Positive  Balanced  Negative

Quality Rating

Bonus  Demerit  None

Company / Brand Mention

Photo / Image / Logo

Spokesperson Quote

Key Message(s)

Tier 1 Media Outlets

Web Site/1-800 Mention

Select additional reports to save story to?

[Reports](#) [Search Media](#) [Account Admin](#) [Work Groups](#) [Log Out](#)

## Media Report



Report Name: Example

[Add Story](#) [Modify Criteria](#) [Export to Excel Report](#) [Import](#)

Publish Date	Outlet	Location	Prov	Type	Reach	Tone			Quality Ratings						
						Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Spokesperson Quote	Key Message(s)	Tier 1 Media Outlets	Web Site / 800 Mention
<a href="#">Edit</a> <a href="#">Del</a> 01/03/2010	Parents Canada	National	CA	Magazine	1,176,000	✓			✓	✓	✓		✓	✓	
<a href="#">Edit</a> <a href="#">Del</a> 20/01/2010	LELEZARD.COM	National	CA	Website	6,000	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 24/11/2009	Breakfast Television (ASN)	Halifax	NS	Television Program	103,300	✓			✓	✓	✓	✓	✓	✓	
<a href="#">Edit</a> <a href="#">Del</a> 17/11/2009	Shaw Cable (Calgary)	Calgary	AB	Television Program	103,332	✓			✓	✓	✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 16/11/2009	CBU-AM (CBC Radio One)	Vancouver	BC	Radio Station	51,000	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 12/11/2009	CFTR-AM (680 News)	Toronto	ON	Radio Station	34,600	✓			✓		✓			✓	
<a href="#">Edit</a> <a href="#">Del</a> 12/11/2009	CFTR-AM (680 News)	Toronto	ON	Radio Station	53,200	✓			✓		✓			✓	
<a href="#">Edit</a> <a href="#">Del</a> 12/11/2009	CFTR-AM (680 News)	Toronto	ON	Radio Station	53,200	✓			✓		✓			✓	
<a href="#">Edit</a> <a href="#">Del</a> 28/10/2009	Mississauga News	Mississauga	ON	Community Paper	267,788	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 27/10/2009	News:CTV National News (CFCN+)	Calgary	AB	Television Program	193,500		✓		✓	✓	✓	✓	✓	✓	
<a href="#">Edit</a> <a href="#">Del</a> 27/10/2009	mississauganews.com	National	CA	Website	150,000	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 23/10/2009	ARRONDISSEMENT.COM	National	CA	Website	64,528	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 23/10/2009	GUIDEETSANTEENLIGNE.COM	National	CA	Website	29,000	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 20/10/2009	GLOBEINVESTOR.COM	National	CA	Website	251,976	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 20/10/2009	Algoma News Review	Wawa	ON	Community Paper	2,631	✓			✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 20/10/2009	chrgonline.com	National	CA	Website	35,000		✓		✓		✓	✓		✓	
<a href="#">Edit</a> <a href="#">Del</a> 20/10/2009	Disabled-world.com	National	CA	Website	30,000	✓			✓		✓	✓		✓	
Report Totals: 2,605,055						88%	12%	0%	0%	100%	24%	100%	76%	18%	76%
Number of Stories:						17									
Budget:						\$15,000									
Total Reach:						2,605,055									
Cost Per Contact:						\$0.006									
MRP Quality Score:						65.69%									

Include Sub-Totals?  Rows per page: 20

# EXTRA RESOURCES

A couple of places to start:

- Kathy Paine's Measurement blog:  
<http://kdpaine.blogs.com/>
- AMEC Valid Metrics Framework  
<http://ameceuropeansummit.org/amecorgdocs/ValidMetricsFramework7June2011PrintVersion.pdf>
- Dictionary of Public Relations Measurement and Research by Don Stacks  
*available for free through the Institute for Public Relations at the link:*  
[http://www.instituteforpr.org/research\\_single/dictionary\\_public\\_relations/](http://www.instituteforpr.org/research_single/dictionary_public_relations/)
- Barcelona Principles  
[http://www.amecorg.com/images/public/barcelonaprinclplesforprmeasurementslidesfinal\\_22july2010.ppt](http://www.amecorg.com/images/public/barcelonaprinclplesforprmeasurementslidesfinal_22july2010.ppt)



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