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ON MEASUREMENT

13-15 June 2012, **Dublin**



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# Valid Metrics Frameworks

## Extending to social media

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# Valid Metrics Framework

- Derived from Barcelona Principles
  - Set goals/metrics
  - Outcomes more important
- Designed to be a practical tool, not a rigid theoretical model
  - Enables discussion on goals/metrics
  - Sets expectations and targets
  - Identifies useful non PR research/data
- Metrics grid development
  - Sales funnel
  - Activity -> intermediary -> outcomes
- Social media challenges for grid
- Do we need a new grid – what might it look like?

# Barcelona Principles

- 1. Goal setting and measurement are important**
2. Media measurement requires quantity and quality
3. AVEs are not the value of public relations
- 4. Social media can and should be measured**
- 5. Measuring outcomes is preferred to measuring media results (outputs)**
6. Organisational results and outcomes should be measured whenever possible
- 7. Transparency and replicability are paramount to sound measurement.**

# 1. Goal setting is critical

- Without knowing what counts as success, success can't be measured
- Social media campaigns require different approaches to goal setting
  - Multi-layered
  - Dynamic
  - Reactive and proactive
    - Social community hold the ring

# 5. Outcomes should always be the goal

- Communicators don't own the conversations
- Outcomes can be both instant and distant
  - Advocacy/recommendations
  - Great customer service = next sale in months/years
- Outcomes can be influenced by external triggers
- Links to outputs less strong than mediated media
- **And so... can be difficult to track**

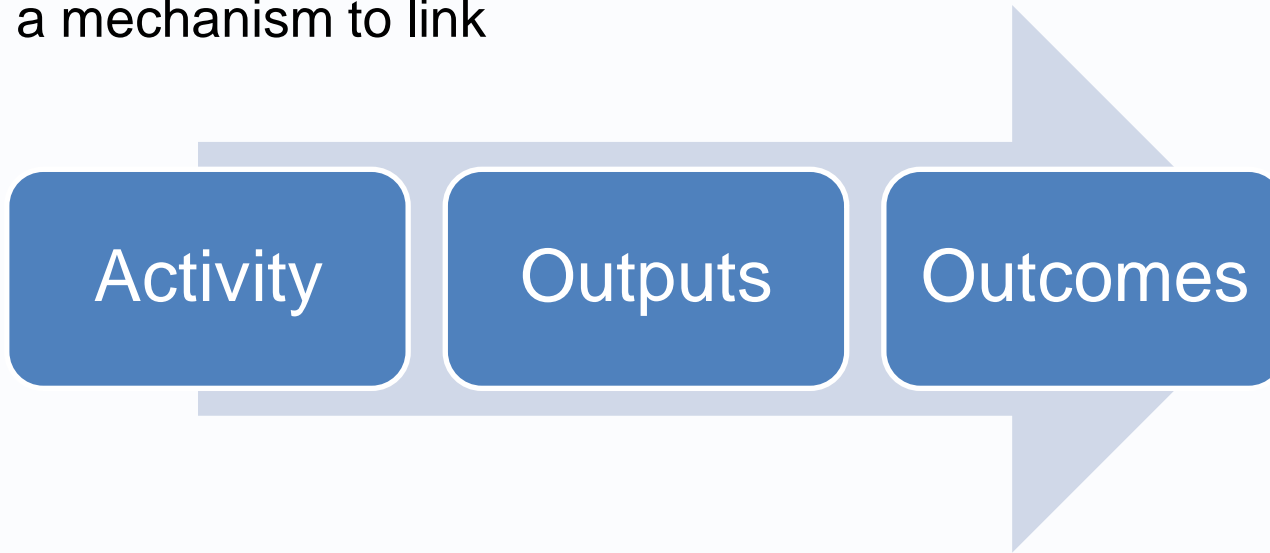
# 7. Transparency and Replicability

- Critical to internal credibility
- Demystify black box solutions
- Clients can make internal and external comparisons
- Improves quality across measurement generally
- 3rd party research eliminates bias potential



# Why the Valid Metrics framework?

- Provides a mechanism to link

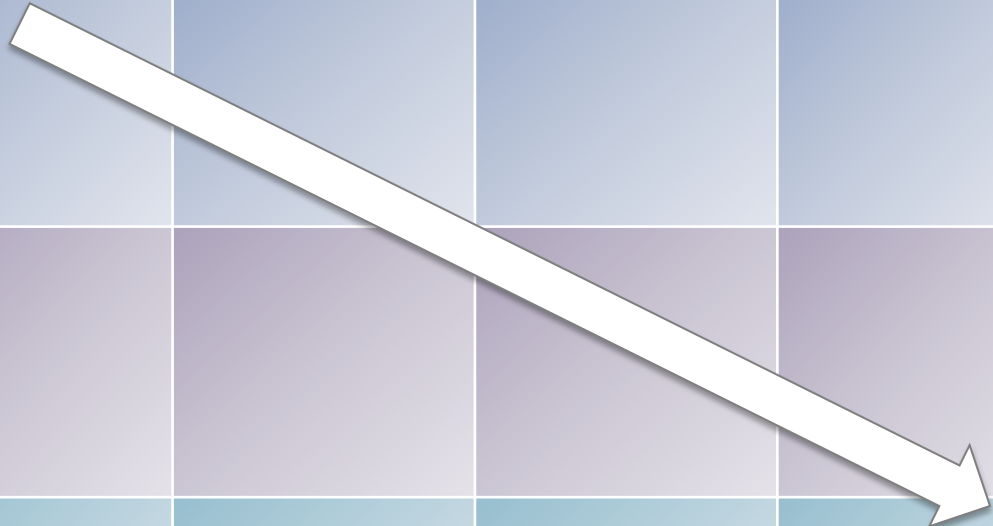


- Tracks through the sales funnel - familiar
- Multiple applications of metrics within consistent framework
- Focuses conversation on outcomes and goals

# The Valid Metrics Matrix



	Awareness	Knowledge/ Understanding	Interest/ Consideration	Preference/ Support	Action
Public Relation Activity					
Intermediary Effect					
Target Audience Effect					<b>Org/ Biz Result</b>



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Social/Community Engagement	Awareness	Knowledge	Consideration	Preference	Action
<b>Public Relations Activity</b>	<ul style="list-style-type: none"> <li>• # assets created</li> <li>• # blog posts</li> <li>• # videos/podcasts</li> <li>• # Facebook posts</li> <li>• # Twitter posts</li> <li>• # blogger events</li> <li>• # bloggers briefed</li> <li>• # community site posts and events</li> <li>• Offline community events/speeches</li> </ul>	<ul style="list-style-type: none"> <li>• # assets created</li> <li>• # blog posts</li> <li>• # videos/podcasts</li> <li>• # Facebook posts</li> <li>• # Twitter posts</li> <li>• # blogger events</li> <li>• # bloggers briefed</li> <li>• # community site posts and events</li> <li>• Offline community events/speeches</li> </ul>	<ul style="list-style-type: none"> <li>• # assets created</li> <li>• # blog posts</li> <li>• # videos/podcasts</li> <li>• # Facebook posts</li> <li>• # Twitter posts</li> <li>• # blogger events</li> <li>• # bloggers briefed</li> <li>• # community site posts and events</li> <li>• Offline community events/speeches</li> </ul>	<ul style="list-style-type: none"> <li>• # assets created</li> <li>• # blog posts</li> <li>• # videos/podcasts</li> <li>• # Facebook posts</li> <li>• # Twitter posts</li> <li>• # blogger events</li> <li>• # bloggers briefed</li> <li>• # community site posts and events</li> <li>• Offline community events/speeches</li> </ul>	
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<b>Target Audience Effect</b>  <i>(Customers and Consumers)</i>	<ul style="list-style-type: none"> <li>• Unaided awareness</li> <li>• Aided awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of product attributes and features</li> <li>• Brand association &amp; differentiation</li> </ul>	<ul style="list-style-type: none"> <li>• Relevance (to themselves)</li> <li>• Requests for information</li> <li>• Event attendance</li> <li>• Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>• Attitude change</li> <li>• Brand preference</li> <li>• Stated intention</li> <li>• RFPs/RFQs</li> <li>• Product trials</li> <li>• Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>• Downloads</li> <li>• Leads/sales</li> <li>• Revenue</li> <li>• Market share</li> <li>• Cost savings</li> <li>• Advocacy</li> </ul>

# Social media challenges

- What's different between social and “traditional” media?
  - Dialogue not broadcast
  - Unmediated
  - Self activating
  - Rapid and rapid response
- What needs to change in framework?
  - Sales funnel appropriate?
  - Intermediary row appropriate?
- How can we best retain what's good from the original whilst being relevant for the new?

# Flexibility and relevance

## A case study

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# A live example

## UNICEF Social Community Engagement

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Social/ Community Engagement	Awareness	Engagement	Knowledge of /Understanding of Messages	Action
<b>Activity</b>				
<b>Intermediary Effect</b> <i>(Media, Bloggers, Influencers, etc.)</i>				
<b>Target Audience Effect</b> <i>(Customers and Consumers)</i>				% increase in percent of thoughtful, high quality comments

Social/ Community Engagement	Awareness	Engagement	Knowledge of /Understanding of Messages	Action
<b>Activity</b>		<ul style="list-style-type: none"> <li>• # hashtags created</li> <li>• # blog posts</li> <li>• # videos/podcasts</li> <li>• # Facebook posts</li> <li>• # Twitter posts</li> <li>• # community site posts and events</li> <li>• # of Posts to Voice of Youth</li> </ul>	<ul style="list-style-type: none"> <li>• # message-rich assets created</li> <li>• # blog posts</li> <li>• # videos/podcasts</li> <li>• # Facebook posts</li> <li>• # Twitter posts</li> </ul>	Increase on partic
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# Help us move from 1.0

Where we are now...

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# To 1.9

## Where we need to be by October...

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# Grids next steps

- Grids need to be flexible both
  - Column-wise to accommodate non sales outcomes
  - Row-wise to reflect potential elimination of intermediary effects and activities
- Need your input to populate grids according to
  - Type of programme
  - Communications workflow
- Create modular grid system builder to ensure relevance to diverse applications and outcomes
- We need you to
  - Provide anonymised case studies
  - Multiple applications
- We aim to
  - Disseminate to AMEC members (immediate)
  - Create webinar with PRSA (before September)
  - Solicit grid examples until end September
  - Distil and consult on contributions – present findings to PRSA/AMEC measurement day October