



Measure Your Media Relations Efforts on Social Networks

Frank Strong
Director of PR
@Vocus
fstrong@vocus.com

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Pictures not the pigeons matter

Pigeons Now Take Aerial Photos



Strapped to a carrier pigeon's breast, automatic camera takes aerial photos.

AN automatic miniature camera strapped to the breast of a carrier pigeon is the latest method being employed for the making of aerial photographs in Germany. The camera is timed so that shutter is snapped at regular intervals in bird's flight.

Outputs vs. Outcomes

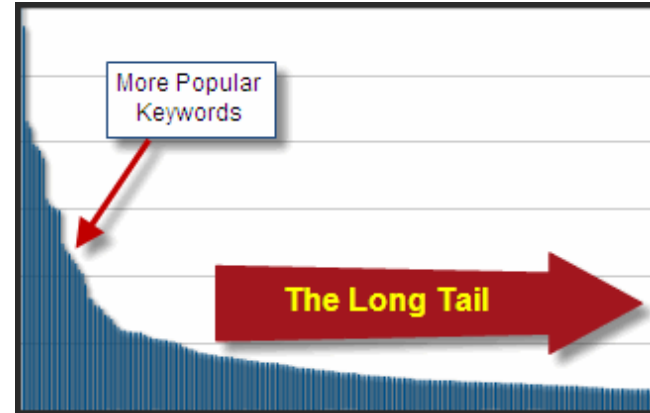
Traditional Media Relations	
Outputs	Outcomes
Pitches sent	Sales, votes, donations, membership
Press releases published	Surveys
Placements	

New Media Relations	
Outputs	Outcomes
Pitches sent	Sales, votes, donations, membership
Press releases published	Surveys
Placements	Referral traffic, conversions, page rank

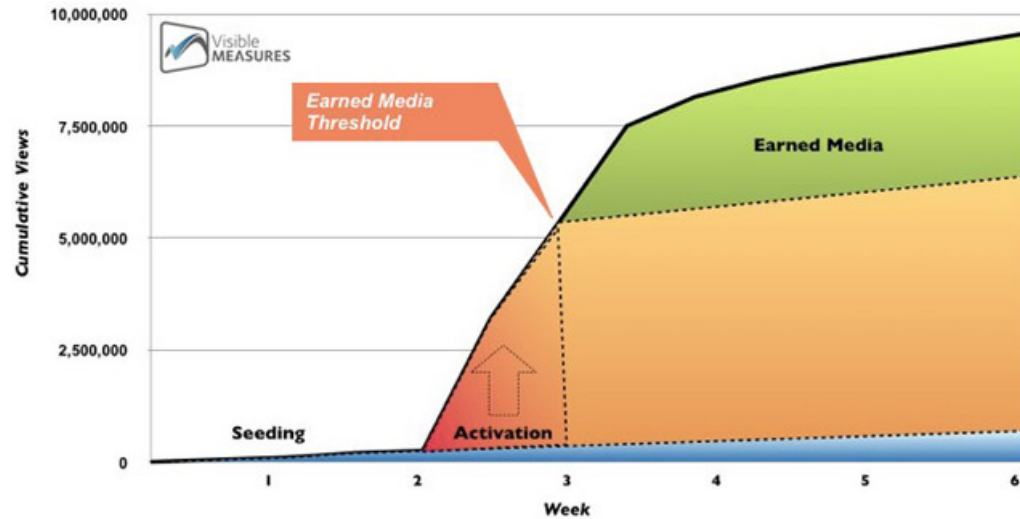
We've got new carrier pigeons



www.newsjacking.com/



WordStream:
[Keyword Research for PPC - Find More Qualified, Cheaper Clicks](#)

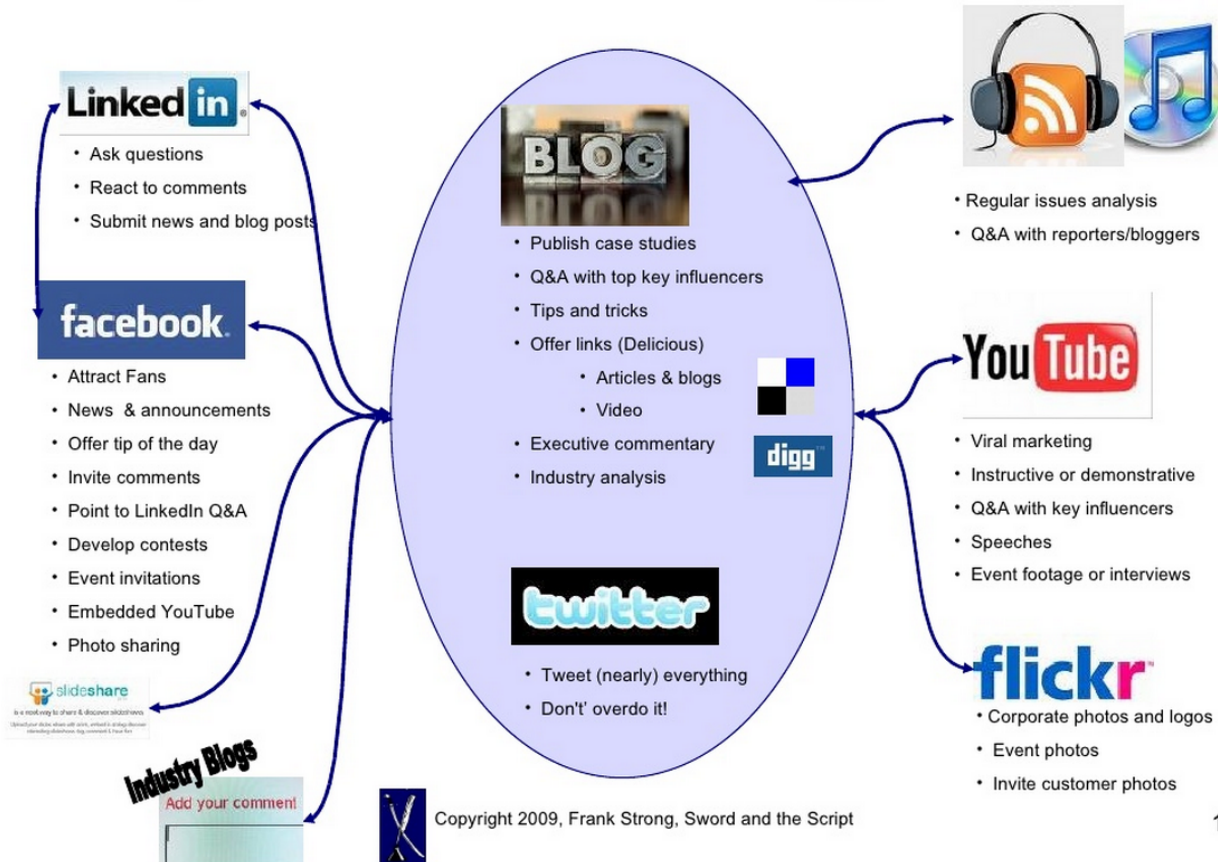


AdAge: [Top 10 Viral Video Advertisements of All Time](#)

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Socializing media relations

Corporate Social Media Strategy Framework

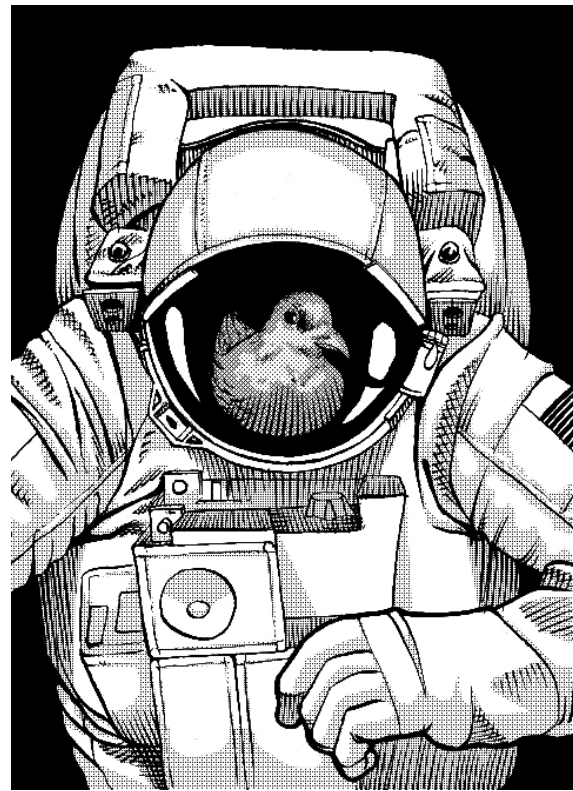


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It's still about the pictures

It's still about outcomes not outputs – even if our pigeons are taking pictures from space.



Indicators for new media

Owned Media	Shared Media
Traffic	Share of voice
Referral traffic (sources)	Tone
Subscriptions	Engagement/interaction
SERP	Referral traffic (sent)

What I'm committed to...

1. Placements
2. Share of voice
3. Referral traffic
4. Conversions

Key takeaways

1. It's okay to use new means to communicate
2. Experiment with measurement indicators like outputs
3. Focus on outcomes – outcomes are measures that matter





Photo Credit: [Pinterest](#)

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