



Social Media Analytics, Part 1: How to Determine Which Data to Pull and Analyze

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Seven Barcelona Principles

- Importance of Goal Setting and Measurement
- Measuring the Effect on Outcomes is Preferred to Measuring Outputs
- The Effect on Business Results Can and Should Be Measured Where Possible
- Media Measurement Requires Quantity and Quality
- AVEs are not the Value of Public Relations
- Social Media Can and Should be Measured
- Transparency and Replicability are Paramount to Sound Measurement

Principle 1: Goal Setting and Measurement are Fundamental to Communication and Public Relations

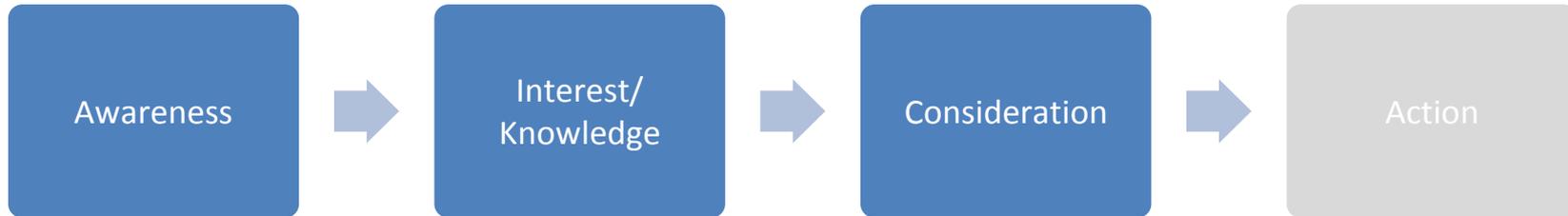
Measurement and evaluation against defined goals and SMART (i.e. specific, measurable, attainable, relevant and time-bound) objectives are fundamental to good communication and PR programs. They are critical to any communication program, whether it be a single campaign or an on-going effort where the results are incremental over time.

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Our Communication Objectives



Enterprise

Currently not many people know about our B2C enterprise offering. Thus one of the aims is to increase awareness of our offerings

While we are known in B2B circles for Enterprise solutions, our complete range is not understood well. Not many people know about our unique products and End to End solutions capability

Mobility

We want to increase our visibility and our brand awareness vis a vis our competitors

We want to highlight our innovation and customer centricity

Customer centricity being our biggest strength, we want to leverage this to grow our business

Corporate

We do not comment on policy or share subscriber numbers, we want to use other initiatives to drive coverage

Principle 2: Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs

Outcomes include shifts in awareness, comprehension, attitude, behavior and advocacy related to purchase, donations, brand equity, corporate reputation, employee engagement, public policy, investment decisions, and other shifts in stakeholders regarding a company, NGO, government or other type of organization.

Practices for measuring the effect on outcomes should be tailored to the objectives of the communication program. Both quantitative and qualitative methods should be used as appropriate.



Reputation Building	Awareness	Knowledge	Interest	Support/ Preference	Action
Public Relations Activity	<ul style="list-style-type: none"> Content creation Traditional media engagement Social media engagement Influencer engagement Stakeholder engagement Events/speeches 				
	<ul style="list-style-type: none"> Number of articles Coverage break-up: Print vs. Online 	<ul style="list-style-type: none"> Key message alignment Key Focus Areas 	<ul style="list-style-type: none"> Frequency of (positive) mentions 	<ul style="list-style-type: none"> Endorsement by journalists or influencers <ul style="list-style-type: none"> Expressed opinions of support or preference 	
Intermediary Effect	<ul style="list-style-type: none"> Prominence Audience reach [traditional media] Front Page Exposure [traditional media] Key Spokespeople Target Media 				
Target Audience Effect	<ul style="list-style-type: none"> Unaided awareness Aided awareness 	<ul style="list-style-type: none"> Knowledge of company profile and offer 	<ul style="list-style-type: none"> Relevance of company (to stakeholder) Visitors to website Click-thru to site Time spent on site Downloads from site Calls Event/meeting attendance 	<ul style="list-style-type: none"> Attitude change Uplift in reputation drivers e.g. Trust, Admiration Endorsement Belief in corporate brand Links to site Enhanced relationships with key 	<ul style="list-style-type: none"> Sales Market share Share price Talent retention and recruitment Cost savings Customer loyalty Legislation/regulation passed or blocked

Principle 3: The Effect on Organizational Performance Can and Should Be Measured Where Possible

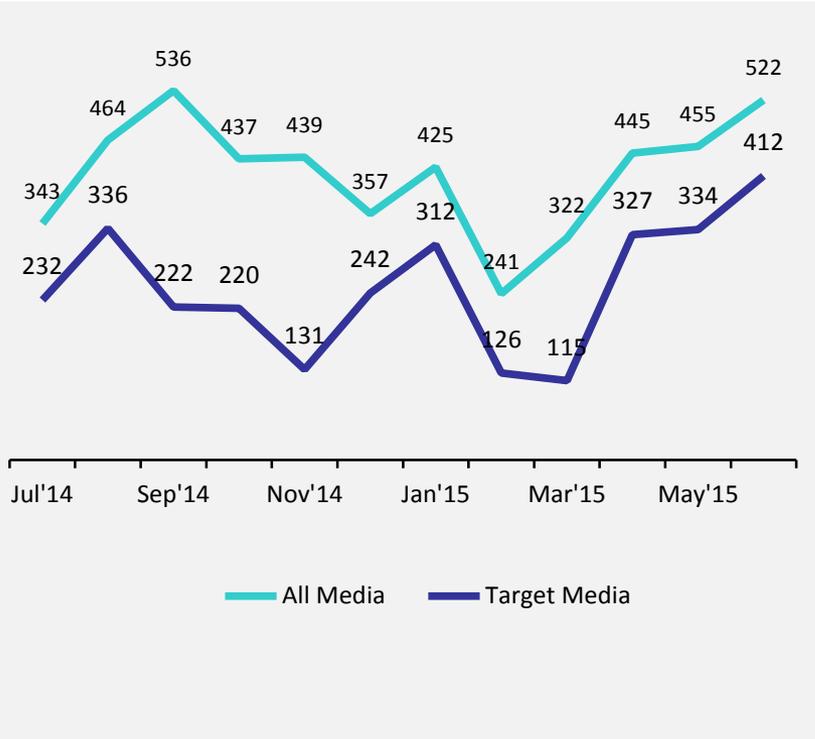
To measure results from communication for an organization, models that determine the effects of the quantity and quality of communication outputs on organizational metrics, while accounting for other variables, are a preferred choice.

Related points are:

- Practitioners need to understand the value and implications of integrated marketing and communication models for accurate evaluation of each channel including PR. There exists an ongoing need to develop PR measures that can provide reliable input into integrated marketing and communication models.
- Survey research can also be used to isolate the change in purchasing, purchase preference, engagement, recommendation or attitude shift resulting from exposure to communication initiatives versus other channels.

Awareness of Enterprise Business

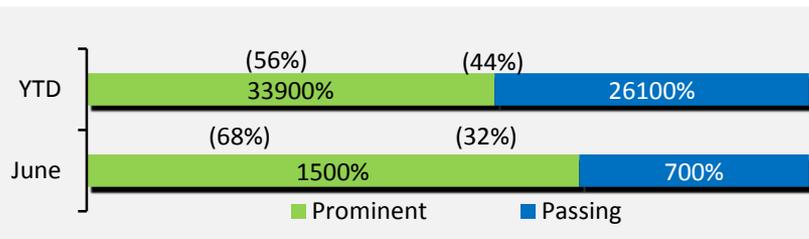
Coverage by Volume



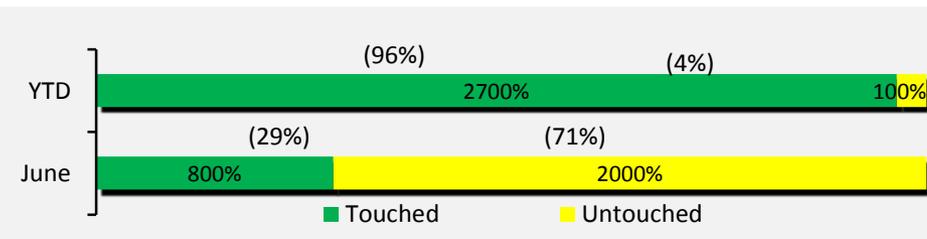
Key Highlights

- In June, COMPANY 1 received much lower coverage (compared to May) with articles across all publications in the print media.
- More than half (68%) of the coverage on the company mentioned AT&T prominently.
- Key news drivers for COMPANY 1:
 - XYZ's plan to make COMPANY 1 more prominent.
 - ABC appointed as its global creative agency
 - Net profit increased by 9% for the fourth quarter of FY15
- 29% of Target Media was touched this month, which included *The Financial Times*, *Wall Street Journal*, *USAToday*, *NY Times* and *Dallas Morning News*.
- So far, COMPANY 1 has not received any coverage in just one Target Media: Barron's

Prominence



Target Media Penetration



* Number of articles

Target Media Penetration is based on the number of publications that carried coverage on AT&T.

Corporate Awareness

Corporate Issue	Volume	Positive (%)	Neutral (%)	Negative (%)
<i>Tech / IT</i>	154	56	34	10
<i>CSR / Sustainability</i>	34	50	45	5
<i>Human Resource</i>	78	40	48	12
<i>Brand + Social + CRM</i>	189	67	16	17
<i>Corporate Tariff</i>	47	65	25	10

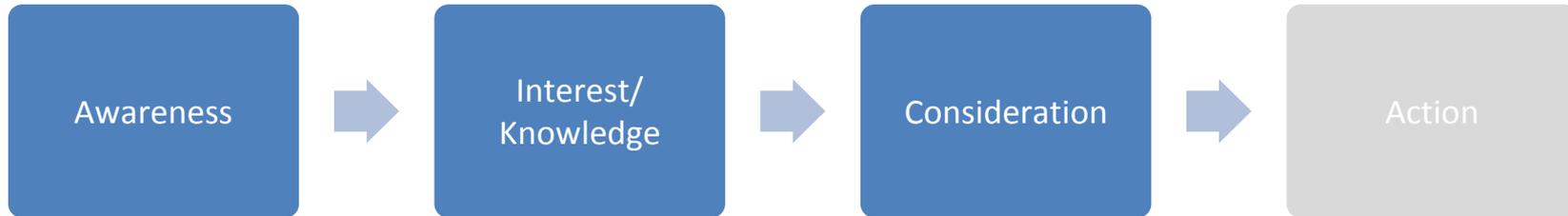
Principle 4: Measurement and Evaluation Require Both Qualitative and Quantitative Methods

- Tracking surveys can do a good job in measuring quantitative change in outcomes. Qualitative methods can often add a needed dimension to better explain the quantitative, and may in some cases be preferable to measuring overall results.
- Specific to the measurement of media resulting from public relations programs, overall clip counts and general impressions are generally meaningless. Instead, media measurement, whether in traditional or online channels, should account for:
 - Impressions among the stakeholder or target audience
 - Quality of the media coverage including, but not limited to:
 - Tone, Credibility and Relevance of the Medium to the Stakeholder or Audience, Message Delivery. Inclusion of a 3rd party or company spokesperson, Prominence as Relevant to the Medium
- Quality can be negative, positive, or neutral; the assumption should never be made that the results of a communication or public relations campaign or program are always positive or successful. Good measurement and evaluation allows for the possibility of negative or poor results from a campaign or program.

Principle 5: AVEs are Not the Value of Communication

- Advertising Value Equivalents (AVEs) do not measure the value of PR and do not inform future activity; they measure the cost of media space or time and are rejected as a concept to value communication, media content, earned media, public relations, etc.
- Where a comparison has to be made between the cost of space or time from earned versus paid media, validated metrics should be used, stated for what they are, and reflect:
 - Negotiated advertising rates relevant to the client, as available;
 - Quality of the coverage (see Principle 4), including negative results; and
 - Physical space or time of the coverage related to the portion of the coverage that is relevant.
- Multipliers intended to reflect a greater media cost for earned versus paid media should never be applied unless proven to exist in the specific case. This also applies to “pass-along values.”

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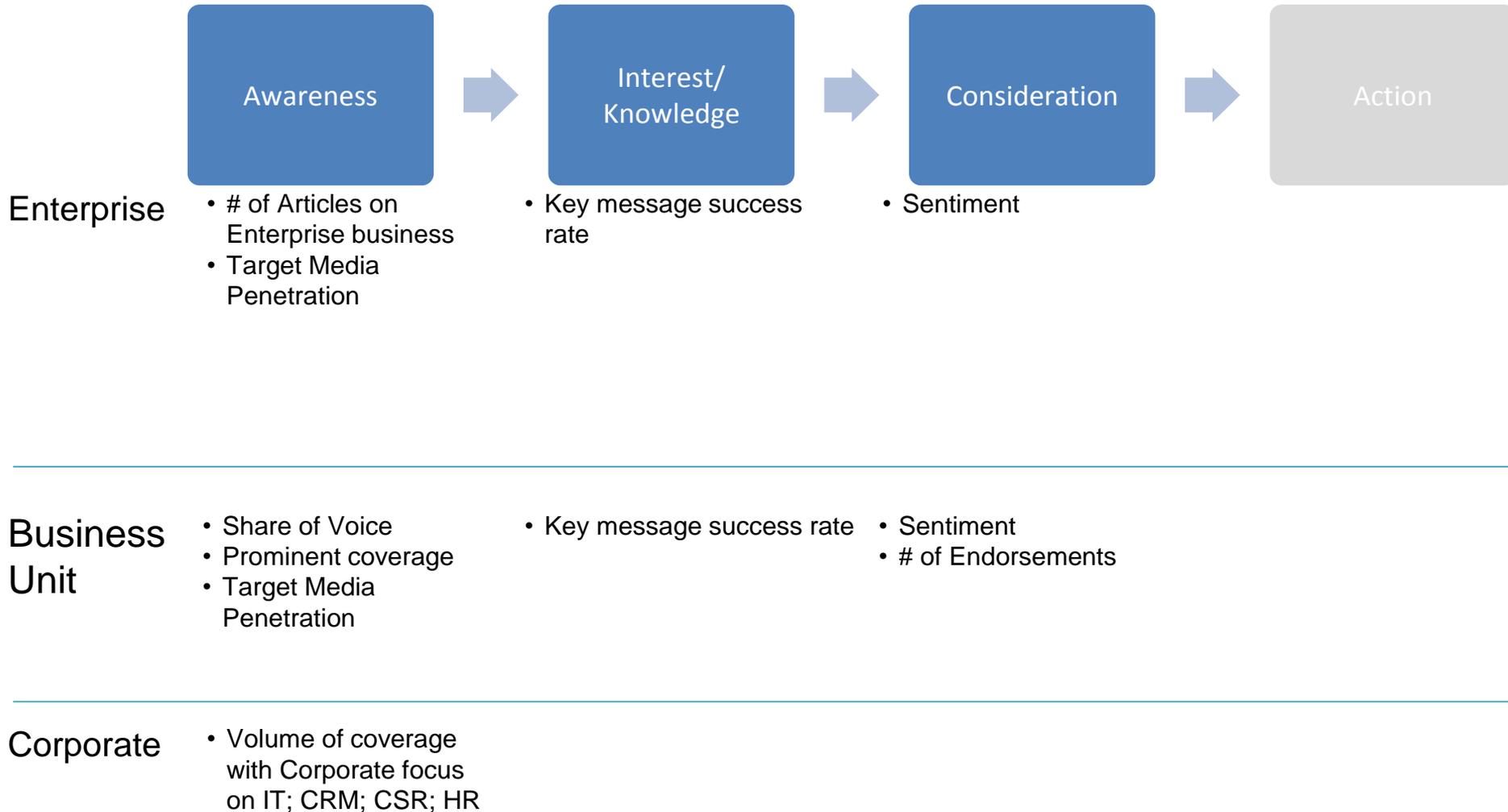
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Suggested Metrics



Dashboard - Overall

Period: June, 2015

567 *articles mentioned COMPANY*

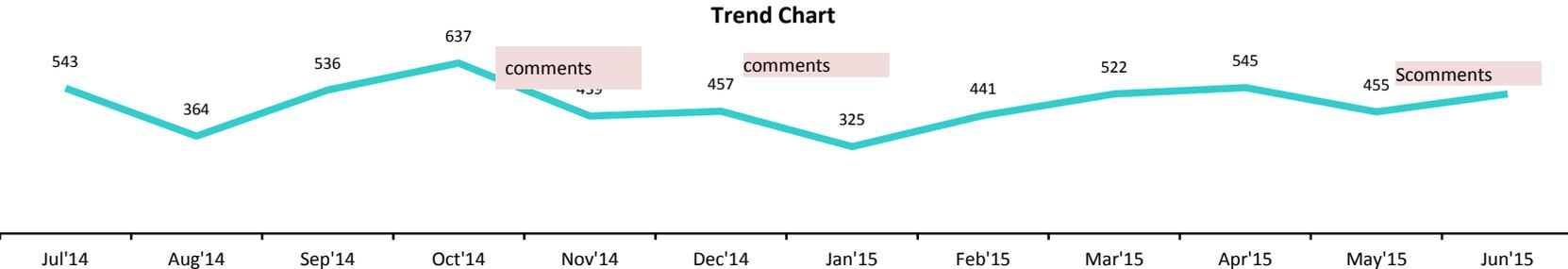
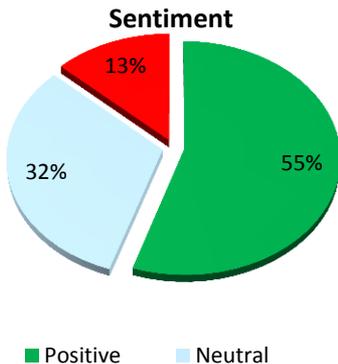
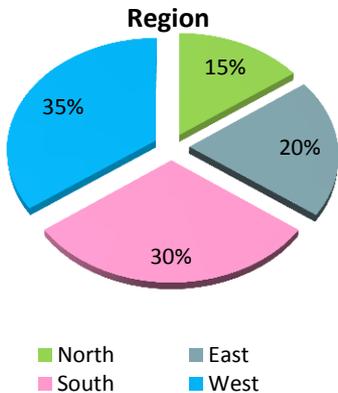
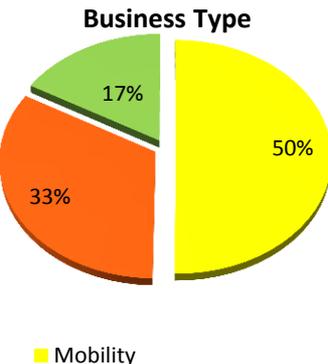
Print – 221 articles (39%)
 Online – 346 articles (61%)

78
 (21% of total coverage)

Key messages delivered

389
articles appeared in Target Media

Print – 289 articles
 Online – 100 articles



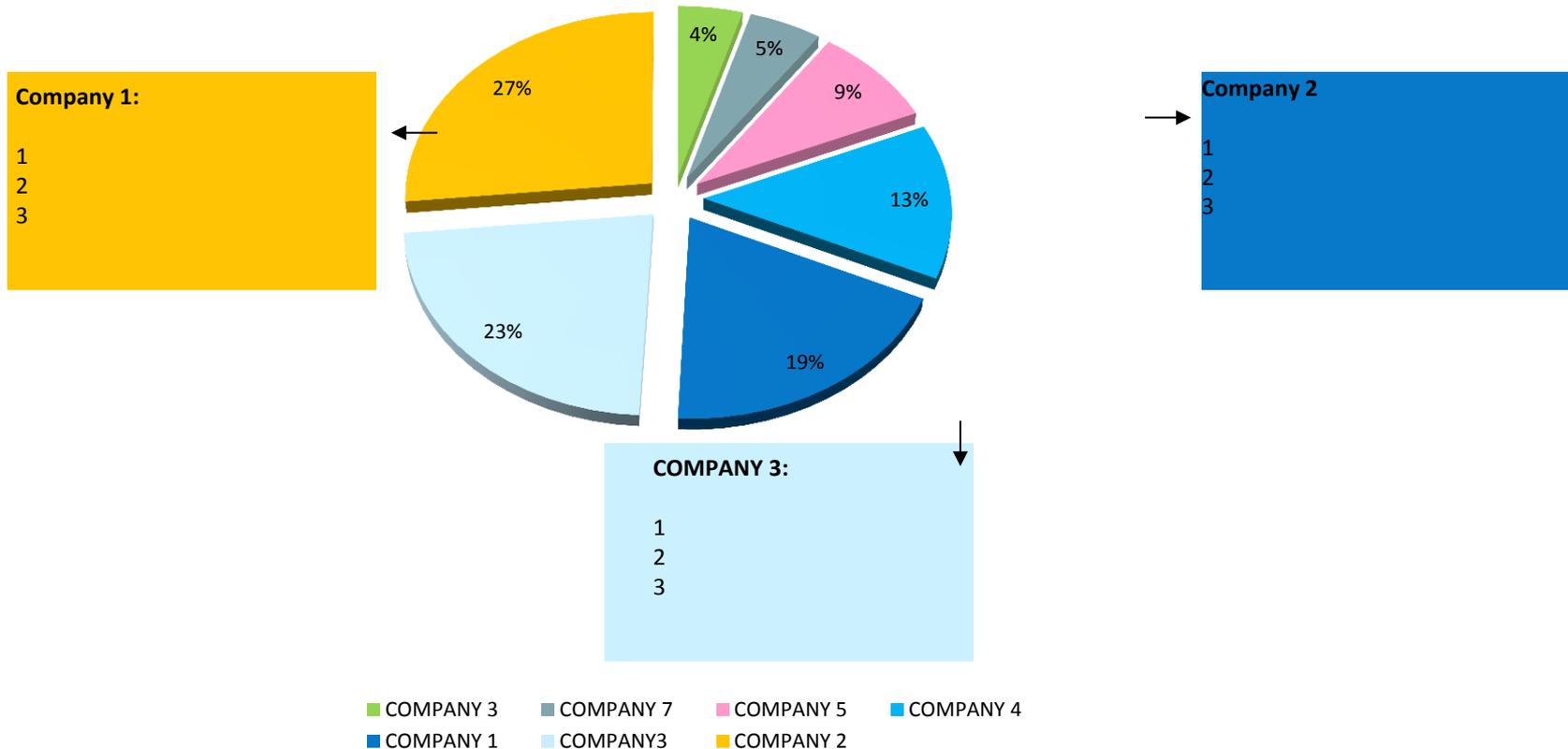
* Number of articles

Principle 6: Social Media Can and Should be Measured Consistently with Other Media Channels

- Organizations need clearly defined goals and outcomes for social media.
- Media content analysis should be supplemented by web and search analytics, sales and CRM data, survey data and other methods.
- Evaluating quality and quantity is critical, just as it is with conventional media.
- Measurement must focus on engagement, “conversation” and “communities” not just “coverage” or vanity metrics such as “likes”.

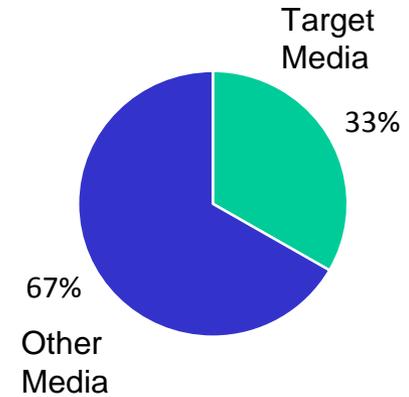
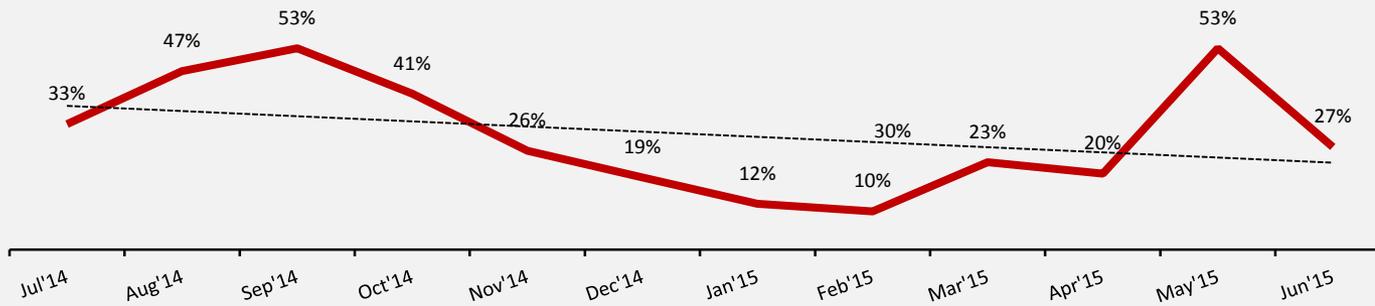


Key News Drivers for Us and the Competition

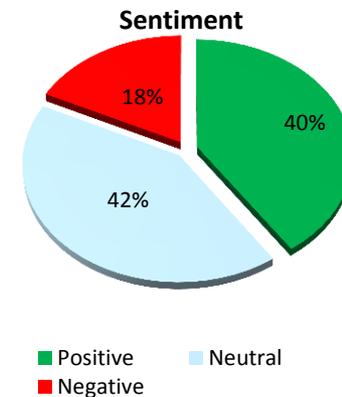
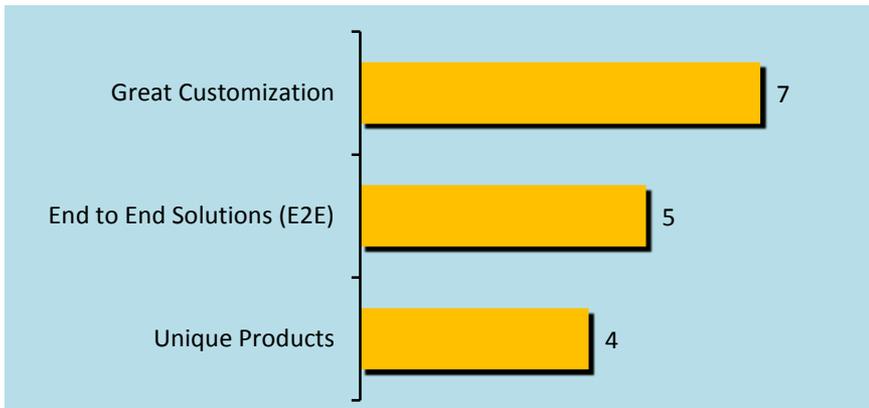


Knowledge of Enterprise Business

Key Message Delivery



Coverage by Key Message



* Number of articles

Principle 7: Measurement and Evaluation Should be Transparent, Consistent and Valid

- All measurement should use valid methods and be reliable and replicable in the case of quantitative methods and trustworthy in the case of qualitative methods.
- The concepts of integrity, honesty, openness and ethics are critical to this Principle. There are a number of organizations that have set relevant standards. These include, but are not limited to nor intended to be a complete list:
- Media Measurement:
 - Source of the content (print, broadcast, internet, consumer generated media) along with criteria used for collection.
 - Analysis methodology – for example, whether human or automated, tone scale, reach to target, content analysis parameters.
- Primary Research:
- Methodology –sampling frame and size, response rates margin of error, probability or non-probability, screening criteria.
- Questions – all should be released as asked (wording and order).
- Statistical methodology- how specific metrics are calculated.
- Identification of any potential biasing effects in the research itself or taking place in the broader societal context.

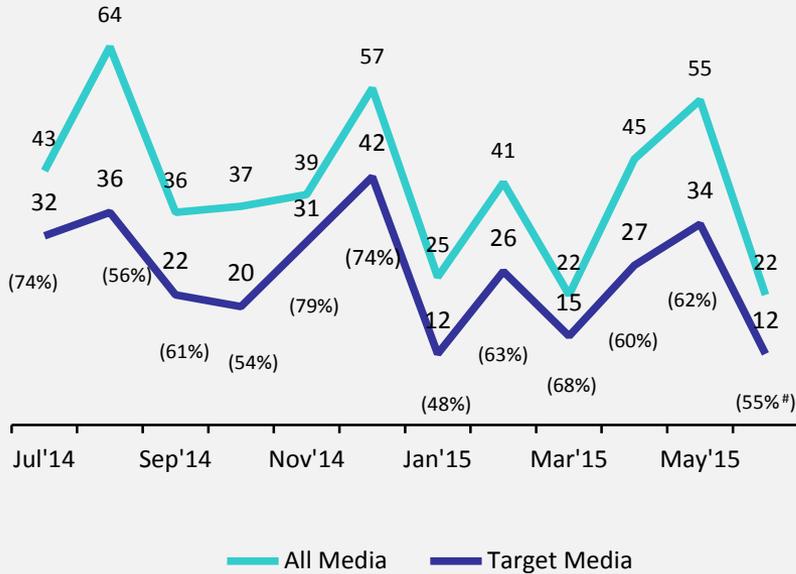
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Business Unit Awareness

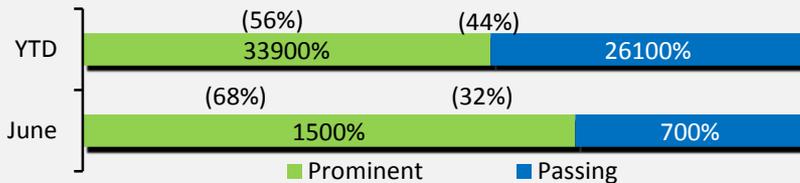
Coverage by Volume



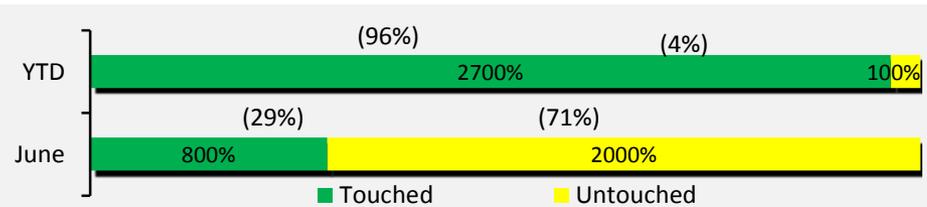
Share of all news on client and competition

REGION	COMPANY 1	Leader	Share	Industry Volume	Target Media Hit Rate (10%)
North	25	COMPANY 1	40%	300	10
Northeast	5	COMPANY 2	35%	550	55
South	10	COMPANY 2	50%	400	25
Southeast	5	COMPANY 3	30%	315	12
Southwest	10	COMPANY 1	45%	289	45
West	8	COMPANY 2	37%	276	55
Northwest	5	COMPANY 2	30%	234	15

Prominence



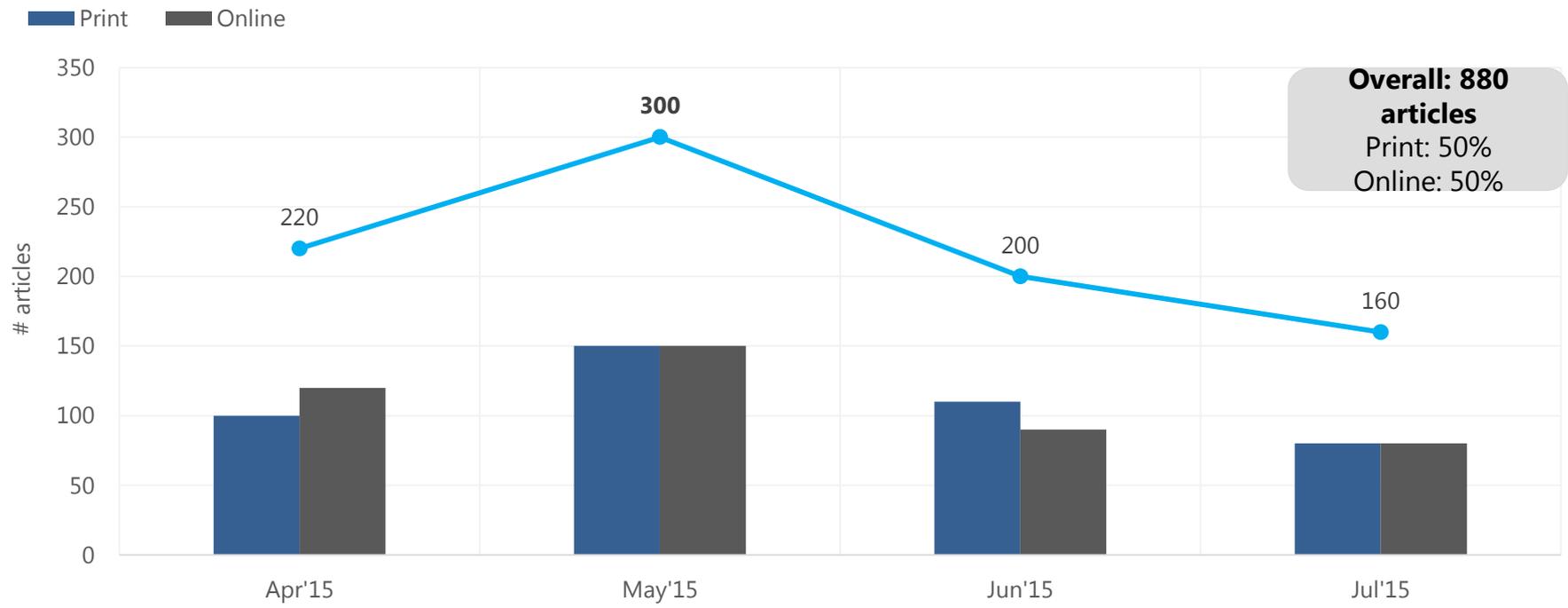
Target Media Penetration



* Number of articles

Target Media Penetration is based on the number of publications that carried coverage on Tata Teleservices.

2 AWARENESS



Prominence (%)	70%	80%	60%	85%
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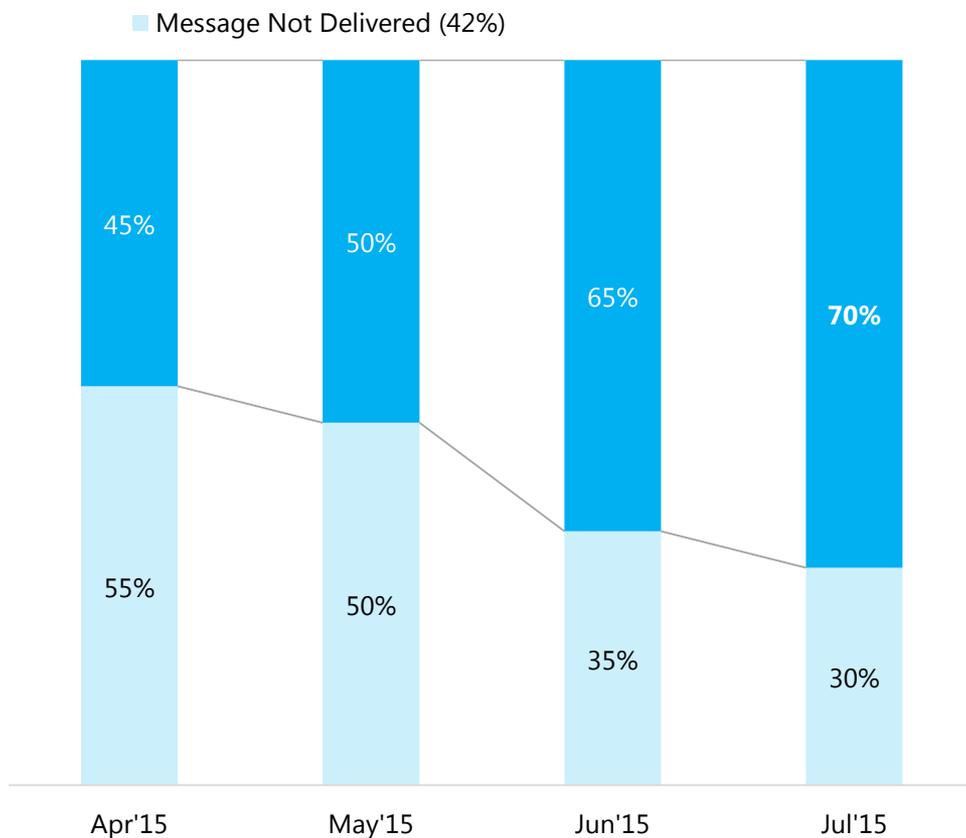
Print Media:

Front page Exposure (%)	10%	20%	6%	8%
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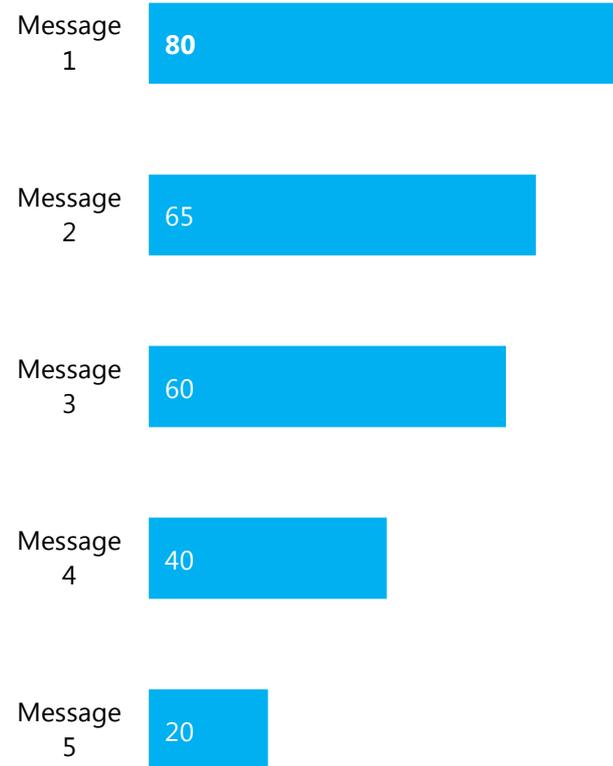
Audience Reached (mn)	109	250	100	90
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CONT...

% of articles carried Key Messages



Key Messages: Jul'15



5 PREFERENCE/SUPPORT

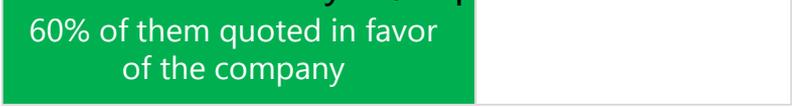
Period:
September'15

50 Number of
journalists



Key Journalists	# articles	Favorable	Unfavorable
Journalist_1	10	9	1
Journalist_2	5	5	0
Journalist_3	4	3	1
Journalist_4	4	4	0
Journalist_5	3	3	0
Journalist_6	3	2	1
Journalist_7	2	2	0
Journalist_8	2	2	0
Journalist_9	2	2	0
Journalist_10	2	1	1

40 Number of
analysts/experts



Analysts/Experts	# articles	Favorable	Unfavorable
Analyst_1	4	3	1
Analyst_2	3	3	0
Analyst_3	2	2	0
Analyst_4	2	2	0
Analyst_5	2	2	0
Analyst_6	2	2	0
Analyst_7	2	2	0
Analyst_8	2	2	0
Analyst_9	2	2	0
Analyst_10	2	1	1

TAKEAWAYS

- You must have goals in place in order to make any measurement reporting valuable.
- Priority tiers can help you focus on the most important channels.
- Data first and output second.
- HAVE FUN!