

The Barcelona Principles are the framework for effective public relations and communication measurement.

1 Goal setting and measurement are fundamental to communication and public relations

- Identify who, what, how much, and by when.
- Be holistic, integrated and aligned across all PESO channels.



Measurement and evaluation require both qualitative and quantitative methods

Qual helps explain Quant

4



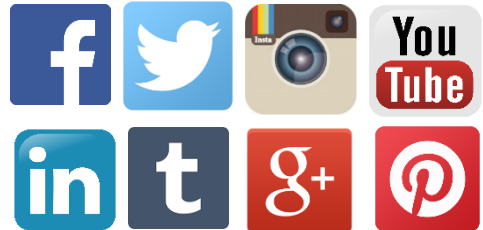
AVEs are not the value of communication

5

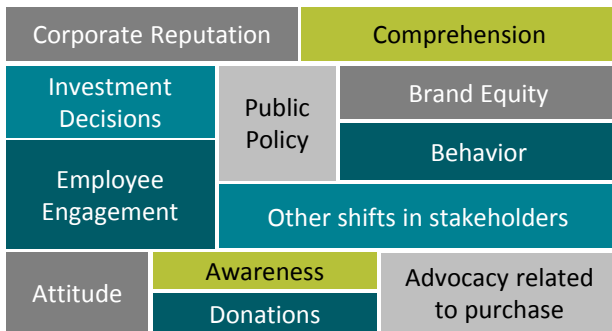
2 Measuring communication outcomes is recommended versus only measuring outputs

Social media can and should be measured consistently with other media channels

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OUTCOMES



3 The effect on organizational performance can and should be measured where possible

Provide reliable input into integrated marketing and communication models, including through advanced econometrics and advanced survey analysis.

RELIABLE
HONESTY
INTEGRITY
ETHICAL CONTEXT
REPLICABLE

Measurement and evaluation should be transparent, consistent and valid

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Have a question? Reach out to us!

