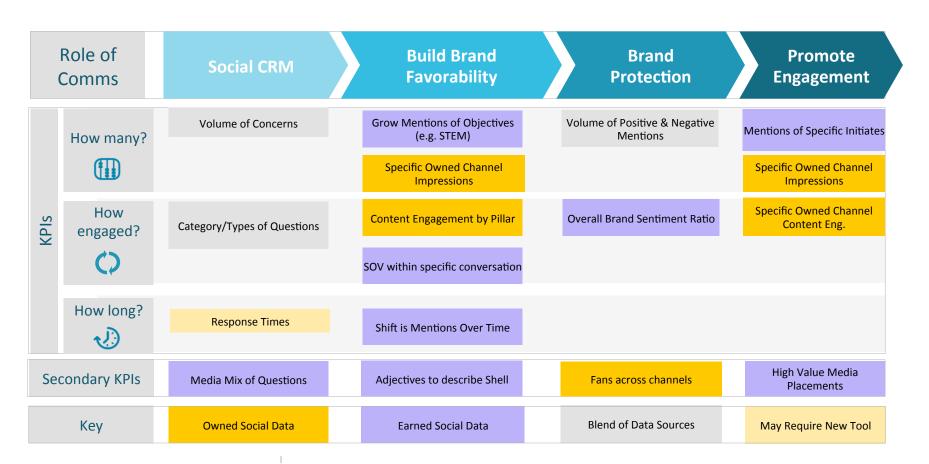
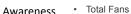
2016 PR / Social Media Measurement Framework



Vanity or Engagement... or both





- Reach
- Impressions
- PTAT Defining
- Audience Segments



- Total Followers
- Impressions
- Brand Mentions #Hashtag
- Impressions



- Total Subscribers
- Views
- Demographic Insights



- Total
- Followers
- Impressions
- Content · Impressions on UGC



- · Total Followers
- Impressions on Channel
- Visitors Time on Site
- · Pages per view

Page Views

Visits/Unique



- Total
- Followers Page Views
- Unique



- · Total Circlers Impressions
- Visitors Visits



Defined by Nestle and Edelman Digital

FNGAGEMENT

- Likes Comments
- Shares
- Votes
- · Fan Wall Posts
- Click-throughs
- Retweets
- @Replies
- Favorites
- Click-throughs
- Likes/Dislikes Comments
- Favorites
- · Video Replies
- Likes
- Comments Facebook &
- Twitter Engagement
- Pins
- · Repins Likes
- Comments
- Comments
- Bookmarks · On Site Video
- Views Downloads
- Bookmarks
- Social Shares

- Likes
- Comments Comments Reblogs
 - Reshares

+1s

 Defined by Nestle and Edelman Digital

Advocacy

- Shares
- Recommendations
- · App Installs
- Retweets Positive
 - @Mentions
- External Views & Embeds
- Shares
- Referral Traffic
- Shares on
- Facebook & Twitter
- Repins
- · Organic pins
- Social Shares Inbound Links
- External Coverage
- Referral Traffic
- Reblogs Inbound Links
- External Coverage
- Reshares
- Nestle and Edelman Digital

Defined by

Success

- Creating a two way dialogue Achieving fan
 - base goals Activating advocacy base #1 PTAT in

industry

- Increased share of voice with positive sentiment
- Customer assistance satisfaction Demographic

insiahts

- Increased engaged views; a.k.a. length of videos watched
- · Identify how users tag brand related
- content Increased follower base
- Increased brand loyalty
- Increased pins from brand owned sites
- · Increased brand awareness via site views
- · Increased average time on site
- · Increased content sharing
- Increased page views by defined goal
- Increased Engagement
- Increased fan base by defined goal
- Top (or #1) engaged brand in the industry
- Defined by Nestle and **Fdelman** Digital