




2016 PR / Social Media Measurement Framework

Role of Comms		Social CRM	Build Brand Favorability	Brand Protection	Promote Engagement
KPIs	How many? 	Volume of Concerns	Grow Mentions of Objectives (e.g. STEM) Specific Owned Channel Impressions	Volume of Positive & Negative Mentions	Mentions of Specific Initiates Specific Owned Channel Impressions
	How engaged? 	Category/Types of Questions	Content Engagement by Pillar SOV within specific conversation	Overall Brand Sentiment Ratio	Specific Owned Channel Content Eng.
	How long? 	Response Times	Shift in Mentions Over Time		
Secondary KPIs	Media Mix of Questions	Adjectives to describe Shell	Fans across channels	High Value Media Placements	
Key	Owned Social Data	Earned Social Data	Blend of Data Sources	May Require New Tool	

Vanity or Engagement... or both



Awareness

- Total Fans
- Reach
- Impressions
- PTAT
- Defining Audience Segments

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

- Total Subscribers
- Views
- Demographic Insights

- Total Followers
- Impressions

- Total Followers
- Impressions on Channel Content
- Impressions on UGC

- Page Views
- Visits/Unique Visitors
- Time on Site
- Pages per view

- Total Followers
- Page Views
- Unique Visitors
- Visits

- Total Circlers
- Impressions

- Defined by Nestle and Edelman Digital

ENGAGEMENT

- 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
- Reblogs

- +1s
- Comments
- Reshares

- 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

- Defined by Nestle and Edelman Digital

Defining 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 insights

- 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 Edelman Digital