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MEASUREMENT

Two Equally Important Faces of PR Measurement: the Data You Collect and the Insights You Report

“Everything in moderation,” is the first half of a quote attributed to the 19th century Irish poet and playwright Oscar Wilde. That’s the case with communications data, too.

In a recent *PR News*/**LexisNexis** webinar about building a real-time PR measurement center, each presenter highlighted the importance of measuring “the right data.” Indeed, communicators are “awash in data” today, says Alan Chumley, managing director, communications analytics, **W2O Group**.

“We’re on an ever-evolving curve to focus on measuring only our target audiences.” He adds, “We’re obsessed with finding those target audiences: Who are they? Where are they? And what do they do?”

Yet there is much data and a lot of it *should* be measured, from the media attention paid to your brand and CEO to targeted measurement of specific activities, such as how communications campaigns and initiatives were reflected in leads and perhaps sales, says Leela Hauser, global director of marketing and media intelligence at LexisNexis.

Hauser adds, communicators need to “be comprehensive” in what they monitor. “The more data, the better, as long as the noise has been filtered out.” She argues analysis can be flawed should important data be omitted. “Your analysis is only as good as the data” you examine, she says.

Allison Robins, **Zumba Fitness**’s director of PR & branded content, agrees. “Document every campaign, even if it’s [a] 1-day [effort],” she says. The accumulated knowledge can help update benchmarks. In addition, even short campaigns can provide lessons.

This need for being comprehensive, says Hauser, underscores the need for communicators to use tools that “capture all the data you want to track.”

Adds Chumley, a good measurement program is mindful of the entire communications life cycle, from research to planning to activation, as the diagram below shows.

In addition, he stresses that traditional & social media

Continued on page 2

Research
Strategy & Planning
Creative Activation
Measurement



Who Matters?
What Matters?
How & Where Will it Matter?
Did it Matter?

Source: W2O Group



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Source: W2O Group

monitoring should be only parts of the communicator's and marketer's arsenal. Measurement, he says, "resides at the intersection of multiple methods." [See graphic on page 2.]

For these reasons the early stages of a measurement program should involve getting your organization to "crystallize its thinking" about who and what are important to your business, Chumley says. In addition, what defines success for your business?

Selecting metrics is a critical step, but it's one that's particular to each business. "There's no one size fits all," Robins says. For Hauser, asking what metrics to use is like asking a carpenter what tools to use. "It depends on your organization's goals."

Adds Marisa Long, VP, PR and communications, **U.S. Green Building Council**, communicators need to align metrics to fit each audience they're tracking. "You tailor your message to a particular audience," you must do the same when setting up metrics, she says. For example, while USGBC uses tools such as **Cision**, LexisNexis and **PR Newswire**, it also "digs" on its own, using **Google** searches, to "capture original stories," Long says. A large part of USGBC's communications work is at the local and state level, so tracking traditional and social mentions at these levels is important, too.

ACCESS CRITICAL



Allison Robins
Director of Global PR & Branded Content
Zumba Fitness

Once communicators are familiar with business goals, they can align their PR/communications goals with them. It's critical, though, for data about business goals to be accessible, Hauser notes. While you might assume data relating to business goals will be accessible, "Don't let this obvious-sounding point fool you," she says. For example, you may have sales figures, but they're not isolated "for the product, business unit or geography you're targeting. So make sure you can get this information before" you get started constructing a measurement program.

CADENCED AND TIME SCALED

"The more granular this [business] data is, the more conducive it will be to analyze, compare and hopefully link to your media performance," Hauser says. And since media monitoring is done in near real time, the smaller the time window, the better. "Also be aware of how long it takes to generate" data. For example, if it takes several weeks to gather survey data, it might apply to a previous campaign. "It's easy to forget about accounting for a time lag," she adds.



Marisa Long
Vice President, PR & Communications
U.S. Green Building Council

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UPCOMING EVENTS AND WEBINARS

WEBINAR: REAL-TIME CRISIS MANAGEMENT TACTICS TO KEEP COOL IN THE HEAT OF THE MOMENT
JANUARY 25, 2018
 1:30PM ET

THE DIGICOMM SUMMIT
FEBRUARY 22-23, 2018
 HUNTINGTON BEACH, CA

SPRING AWARDS LUNCHEON (HONORING THE CSR AND NONPROFIT AWARDS)
MARCH 20, 2018
 NEW YORK CITY

We are bringing back weekly media reports so that USGBC leadership can stay up-to-date and informed on what's happening in the news. Please find the latest global green building market news at the links below, and let us know if you have any questions. Feel free to forward relevant articles you think should be included to Leticia McCadden at lmccadden@usgbc.org.

▼ All Stories for Weekly Emails

Local Realtors achieve 'Green Designation'
 Foster's Daily Democrat | Apr 10, 2017 11:40
 PORTSMOUTH — Tami Mallett and Robert Viel with Bean Group have been awarded the National Association of Realtors' Green Designation, the only green real estate professional designation recognized by...

The Next Solar Energy Revolution Is Hiding in Plain Sight
 NBCNews.com | Apr 10, 2017 11:04
 When most people think of powering their homes with solar energy, they imagine a fleet of unseemly panels covering their roofs and yards. But that's changing fast. This month, Tesla will begin...

The profitable hospital system with sustainability in its DNA

Source: USGBC

Dive Deeply into Data but Report Simply, Visually



Leela Hauser
Global Director of
Marketing, Media
Intelligence
LexisNexis

Once the monitoring tool(s) are in place and searches and metrics are set according to organizational and communications goals, the communicator's work is far from done, Hauser notes. "It's not a set-and-forget" situation, she says. Communicators should constantly update their searches to include new products, industry trends, executives and competitors.

MORE REPORTS BUT LESS WORK

No measurement discussion would be complete without mentioning best practices in reporting data to the C-suite and other executives.

Long of USGBC says her organization has relied on quarterly reports that she sometimes literally places on C-suite desks. This year, though, she plans to move to monthly reports. "We think this will reduce our workload...we'll stay on top of things more" [crafting monthly reports] as opposed to four times yearly. Her team also sends a weekly newsletter to executives that includes USGBC and sector news [see graphic on page 2].

In addition, in December 2017 Long's team produced



Alan Chumley
Managing
Director,
Communications
Analytics
W2O Group

a 5-minute video that encompassed the year's communications' campaigns. "It was difficult to get this video made, but we liked getting the report off paper" and its length stayed within the attention span of busy executives.

Other presenters jumped on the importance of visual reporting, too. Hauser urges "diving deep into data...but presenting it simply...and visually." Long emphasizes the importance of a narrative when reporting, particularly one that adds perspective to the data collected.

For Robins, reporting involves "syncing up with your CEO." A report must include metrics your execs "care about... that move the needle...[and this must be] translated into [business] language." She also emphasizes mentioning data from the competition in your report, which will provide context for the C-suite. ■

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ATTENTION SUBSCRIBERS Welcome to the PR News Chat Series

Dear PR News Subscriber:

Please be sure to join your fellow subscribers and PR professionals for the first of our Chat Series. These 30-minute chats are just one of the many benefits reserved for PR News subscribers only. For this month's chat our very special guest is Katie Paine, the measurement guru and longtime columnist for PR News. Besides discussing her Jan. 16 PR News column, Katie will be happy to field any questions you have. Please see the details below.

I look forward to having you join us Wednesday.

Sincerely,
Seth Arenstein
Editor, PR News



When: Wednesday, January 24, 2018, 1:30pm ET

Guest: Katie Paine, Founder, Paine Publishing

To Join: Dial 800 504 8071; participant code is: 4555324.

We suggest you be on the line a few minutes before 1:30pm ET.

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Questions? Contact Jessica Placencia at jessica@accessintel.com; 301-354-1641

Consumer Engagement With Nonprofits Up 35% in 2017 as Video Engagement Tops 50%

In previous editions we presented wrap-ups of the most-engaged B2B and B2C brands (*PRN*, January 9, 2018 & January 16). This week we offer a look at the nonprofits whose social posts attracted the most consumer engagement during 2017. Again, our data partner **Shareablee** has provided this data to *PR News* exclusively.

B2Bs and B2Cs demonstrated modest or no gains in consumer engagement during the year past, although videos provided significant engagement growth. In all, B2B consumer engagement was off 0.4% in 2017. B2Cs garnered about 9 million consumer actions in 2017, up 5% from 2016.

For nonprofits, growth was far more robust in 2017. These organizations generated 212 million actions across **Facebook, Twitter** and **Instagram**. That level of consumer engagement, called actions in the chart below, equated to an impressive 35% growth compared to 2016, says Shareablee's Ron Lee.

VIDEO IS STRONG AGAIN

Consistent with B2B and B2C brands, the nonprofits also registered a huge increase in video engagement, generating 59 million video actions, which amounted to a healthy 53% growth rate compared to last year, Lee says.

In terms of individual brands, perpetual social powerhouse **PETA** maintained its top ranking, with 48 million consumer actions in 2017. Despite no increase in the amount of content posted vs 2016, consumer actions per post rose 46%, Lee says. This efficiency led to a 45% growth rate in consumer engagement.

PETA also was a video powerhouse, attaining the highest number of consumer actions (26 million) with video as well as the most views (452 million).

In addition to its second-place ranking with 38 million consumer actions, **ACLU Nationwide** had the most consumer engagement growth in the top 15 list (483%). Like PETA it also was efficient, grabbing the highest number of actions per post (5,100), which was up 292% year over year. ACLU Nationwide also grew its audience 221%.

The organization's content was shared the most of any nonprofit, generating 9.8 million content shares (up 446%).

Video was another strength for ACLU. In 2017, its video engagement was up a whopping 936% and video views rose 515% year over year.

Almost needless to say the Trump presidency greatly benefitted ACLU Nationwide's consumer engagement. Besides social engagement, it also helped increase donations and membership.

The **Human Rights Campaign** had a respectable 2017 with consumer engagement up 23% year over year. ■

Shareablee		SOCIAL SCORECARD			
TOP NONPROFIT BRANDS – 2017					
Based on Total Actions (likes, comments and shares) Data provided exclusively to PR News by Shareablee.					
Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	 PETA	47,575,998	9,754	4,878	6,694,450
2	 ACLU Nationwide	37,919,187	7,386	5,134	3,267,671
3	 Mercy For Animals	20,730,889	19,341	1,072	2,981,711
4	 Human Rights Campaign	12,266,457	10,397	1,180	3,715,427
5	 The National Audubon Society	11,809,041	5,656	2,088	1,419,043
6	 Oceana	11,789,196	8,374	1,408	1,477,940
7	 Wikileaks	11,742,741	3,177	3,696	8,547,442
8	 North Shore Animal League America	8,908,910	3,942	2,260	1,268,132
9	 peta2.com	8,392,975	11,382	737	1,961,100
10	 WWF	7,659,491	1,683	4,551	7,193,794
11	 Planned Parenthood Action Fund	7,526,472	5,037	1,494	1,641,145
12	 Focus on the Family	7,338,550	3,214	2,283	2,906,751
13	 NRDC (Natural Resources Defense Council)	6,656,193	11,155	597	1,110,577
14	 UNHCR The UN Refugee Agency	6,531,135	9,410	694	4,625,306
15	 Best Friends Animal Society	4,873,103	2,055	2,371	1,737,896

50% of PR Agencies Polled Say They Don't Have a Cybersecurity Plan; 41% Aren't Budgeting for It

One of the big data security stories last week was the \$17 million sum insurer **AETNA** will pay to some customers as a result of compromising their personal data. Ironically with all the hype surrounding cyberattacks that result in compromised data, the AETNA case was an analog issue: The company mailed letters to policyholders with large, clear display windows that revealed they were prescribed HIV medications.

While privacy policy is a key issue, data breaches via cyberattacks are critical, too, of course. That's why Rick Gould, managing partner, **Gould + Partners**, commissioned a quick poll of his clients on the topic. It is being shared exclusively with *PR News*.

"In light of the recent and ongoing cyberattacks on some of the world's biggest brands, including **Equifax** and **Deloitte**, we were curious about the degree to which PR firms and agencies are investing in cybersecurity," he told us in an interview. The 22 responding PR firms ranged from \$2 million to \$90 million in net revenue. The survey did not query respondents about the composition and breadth of their cyber plans, only whether or not they had one.



Rick Gould
Managing Partner
Gould + Partners

portant to remember a cyber plan will not prevent a cyberattack or data breach, but it should seriously mitigate the damage.

We turn to Gould's specialty, mergers & acquisitions, and ask if the lack of a cyber plan is a detriment when it comes to valuing firms for acquisition. "Absolutely. The firm definitely will not be as appealing to business prospects if they see a void in cybersecurity." Buyers will want assurances that cybersecurity is top of mind for the selling firm, he adds. "These days buyers want to acquire bottom-line value. Having a cyber plan in place demonstrates to buyers that the owners of the firm put a premium on protecting their asset from bad actors online."

CYBER PLAN WILL BE LIKE HEALTH INSURANCE

Not too far into the future Gould believes any legitimate buyer of PR firms will expect the selling firm to have a solid cyber plan in place—and one that evolves along with the Internet, social and mobile platforms. "If you follow technological growth online to a logical conclusion, it's only a matter of time until purchasing a cyber plan will be akin to purchasing property insurance for the firm's offices or, depending on the size of the firm, health insurance for all its employees... Increasingly, the overall integrity of the firm will depend on having a cyber plan in place."

COST IS THE ISSUE

The biggest hurdle, Gould says, usually is cost. "PR firm owners understand intellectually the need for cybersecurity, of course, but often have a difficult time creating the budget to fund a plan. Putting off spending for cybersecurity soon will be unsustainable, however." ■

CONTACT: rick@gould-partners.com

Does your PR firm have a cybersecurity plan in place?

	Participants	Percents
Yes	11	50%
No	9	40.9%
No, but we plan to budget for it in the months ahead	2	9.1%
Total	22	100%

Source: Gould + Partners (December 2017)

GLASS HALF FULL

As you can see from the chart, it's close to a glass half-full/half-empty proposition, with 50% of respondents saying they have a cyber plan in place. For Gould, though, 50% is disappointing. "When you consider the repercussions of a cyber attack, we still see this number as too low," he says. It's im-

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Fake News Takes Its Toll on U.S. Public's Perception of Media Accuracy

Several major brands, including **Coca-Cola** and **MillerCoors**, forego the “middle step” of pitching stories and releases to the media. Instead, they produce and release news from news bureaus they've built. Given the state of trust in American media at the moment, it's difficult to argue against such a strategy.

Right or wrong, the fake news phenomenon's rise in the United States offers even more incentive for brands to take this route.

In a new **Knight Foundation** survey, 73% of Americans say the spread of inaccurate information, or fake news, on the internet is a major problem with news coverage.

Only half think people can see through bias to find facts in the news, which is down from 66% a generation ago.

And fewer than one-third say they are confident that they, personally, can tell when a news source is reporting factual

news versus commentary or opinion.

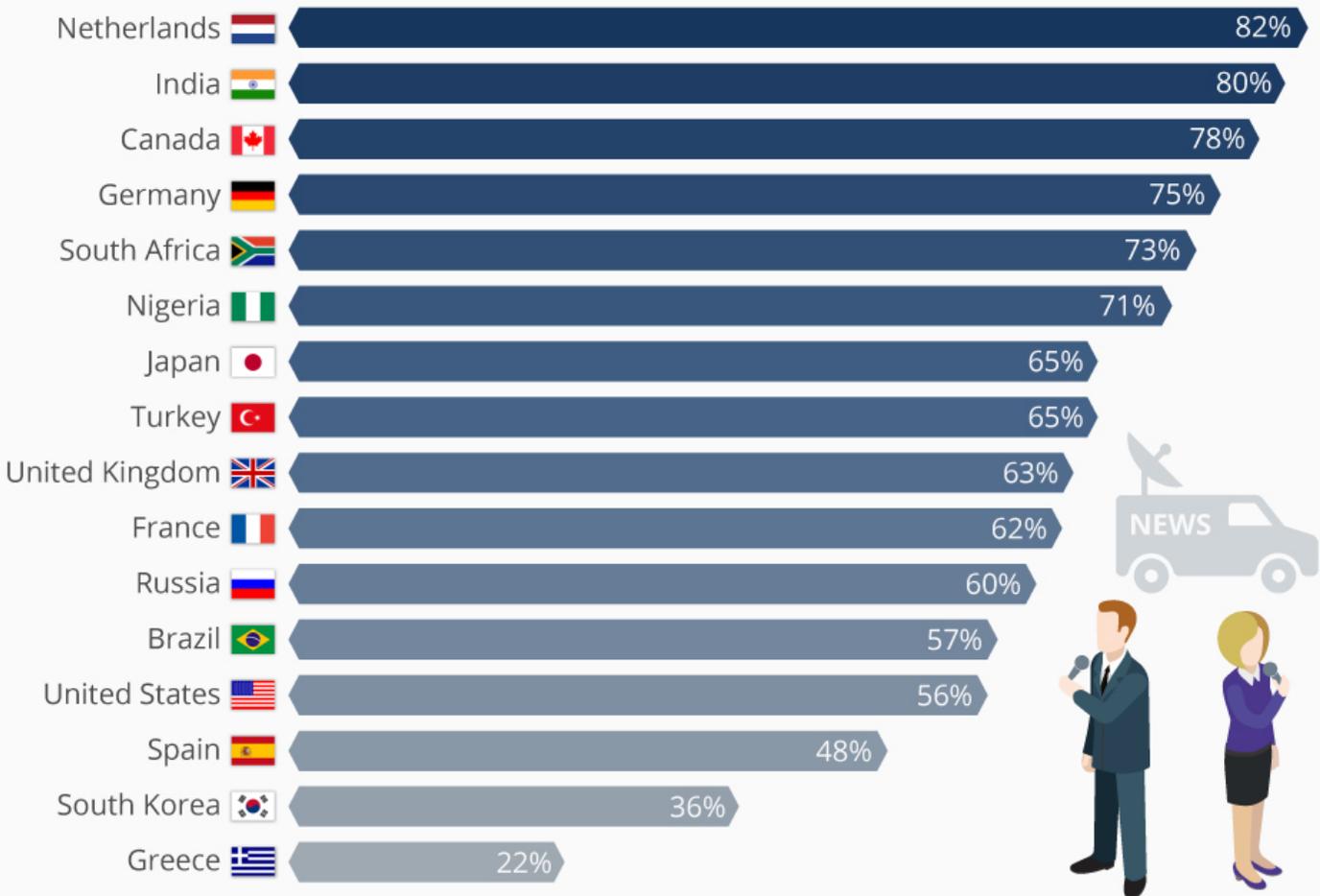
As you can see from the chart, the U.S. media's ability is on the low end of this new **Pew Research Center** survey about countries where people think the news is accurate. In all, citizens in 38 countries were polled. 16 are shown here.

On a positive note, a median of 62% said their media does a good job in reporting the news.

For an appreciation of how fake news has disrupted trust in American media notice that Turkey and Russia, known for their lack of press freedom, bested the U.S. in the Pew study. Their leaders, Recep Tayyip Erdogan of Turkey and Vladimir Putin in Russia, were among the dubious honorees who received awards from the **Committee to Protect Journalists** for their talent in suffocating press freedoms (*PRN*, January 16, 2018). President Trump also was one of the honorees. ■

Where People Think The News Is Accurate

Share who say their media reports the news accurately in 2018*



Source: Pew Research Center (2018); Chart by Statista

Instagram Growth Expected to Come From Developing Nations

Aside from the tremendous growth anticipated in **Instagram** users (see chart), a key takeaway from **eMarketer's** new estimates of social media use is that future social media growth will come mainly from improving infrastructure in developing countries via government investment and more affordable mobile phone offerings.

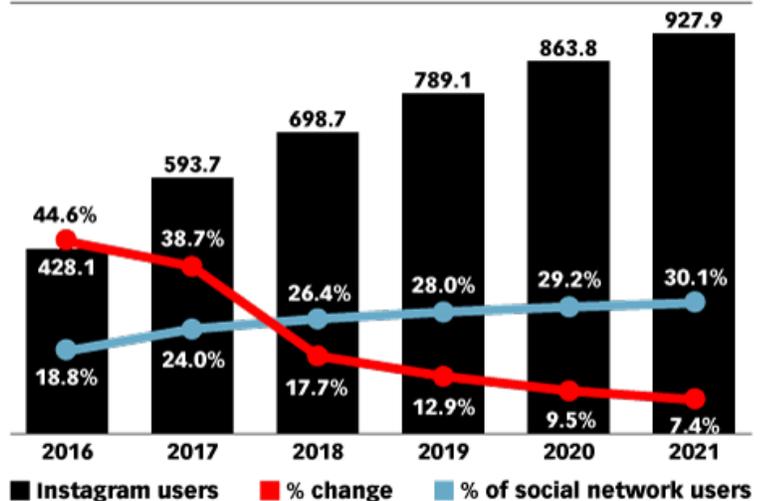
Social media use in the developed countries, **eMarketer** says, already is widespread.

Globally, one in three people (2.5 billion) used a social network last year, **eMarketer** estimates, which was nearly 10% more than in 2016. Social use in Asia-Pacific countries, Latin America, the Middle East and Africa supplied much of the growth.

The news for Instagram is upbeat. Nearly 600 million people globally used it regularly in 2017, or about 24% of total social network users. By 2021, this share is expected to top 30%. **Facebook** remains the dominant social network worldwide. More than 1.54 billion people, or 62% of social network users, visited Facebook at least once a month in 2017. ■

Instagram Users and Penetration Worldwide, 2016-2021

millions, % change and % of social network users



Note: internet users of any age who access their Instagram account via any device at least once per month

Source: eMarketer (Jan. 2018)

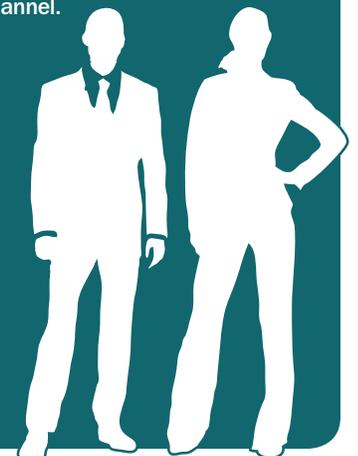
MANAGEMENT

New Report Says Today's CEOs Need to Engage Socially but Avoid Political Posts

Gone are the days when CEOs were lifeless, faceless figures on org charts, rarely venturing out of their C-suite offices, according to a study released this week from **Ruder Finn**. *The Social CEO* says high-performing CEOs are engaging and social media users. They post regularly about industry issues and personal anecdotes, avoiding politics and current

events. These high-performing CEOs are authentic and emphasize open communication. The percentage of CEOs with social media presence is approximately 50% higher in the tech industry than it is in the FMCG and pharma sectors. It's nearly three times higher than in financial services. More specifics about high- and low-performing CEOs are below. ■

- ✦ **Socially Savvy and More Than One:** **50%** of high-performing CEOs tend to be on more than one social channel.
- ✦ **Socially Unreachable:** **72%** of low-performing CEOs have 0 or 1 social accounts.
- ✦ **Many Followers:** The high-performing CEOs have an average of **400K** followers across their social media accounts; average 244K per account; and post about 145 times per account.
- ✦ **Apolitical:** The successful CEO spends **more time** posting about industry and company news, and avoids creating political posts.
- ✦ **Keep It Personal:** The successful CEO is a more engaging leader, with high-performing CEOs more likely to post on personal topics. **21%** of their posts were about personal anecdotes; lower-performing CEOs posted **14%** of the time about personal experiences.
- ✦ **Great Place to Work:** The companies of social CEOs (CEOs on 1 or more social channels) are **more than twice** as likely to be on The Fortune or GlassDoor 100 best places to work lists.



Source: Ruder Finn



Rafael Nadal, Top Ranked Tennis Player in Nike Pink

1. Gymnastics Tumble: In July we praised a mea culpa statement veteran **USA Gymnastics** board chair **Paul Parrilla** issued after a report blasted his organization for allowing longtime team physician **Larry Nassar** to sexually harassing female athletes (PRN, July 17, 2017). At our press time this week, **Parrilla**, vice chair **Jay Binder** and treasurer **Bitsy Kelley** resigned as scores of former and current gymnasts blasted USAG during Nassar's trial. The **U.S. Olympic Committee** applauded the ousters, although it, too, was hit hard for ineptitude during the trial.

2. Thinking Visually: With social video set to account for 80% of all consumer Internet traffic by 2019, according to **Cisco's** Visual Networking Index, you have to like **Nike's** thinking this past weekend. On the courts at the **Australian Open** many of the world's leading tennis players, including the men, donned hot pink Nike togs. **Sam Shipley**, Nike's apparel design director, says pink was meant to grab attention of viewers who'd miss watching the tournament on TV and instead caught bite-size morsels of it on social. "We utilized dynamic geometric shapes and flooded color to grab the viewer's attention," he says on Nike's site. "We wanted something that vibrates when you see it on screen." With the courts a cool turquoise, the pink vibrated.

3. Fries With Your Twitter? As you know, social listening is essential for major brands for a variety of reasons, although the most often-cited example is for reacting to or possibly squelching potential crises. Social listening could be useful in other ways, too. For example over the summer we noted **Mack**

Trucks and other brands developed products as a result of what they'd heard while monitoring social conversations (PRN, Aug.1, 2017). Another example is on its way and owes at least some of its conception to social listening. In an Oct. 29, 2017, tweet **Mark Hoppus**, the bass player and singer from **blink-182**, told his 3.1 million followers he loves **Taco Bell** but was bummed about its lack of fries. The brand tweeted back 2 days later that this would change. Jan. 3 Taco Bell made it official, launching a #NachoFries hashtag and deciding on Jan. 25 to debut the \$1 side item. During the weekend the socially-astute brand (PRN, June 12 and 19, 2017) further teased its fries offering with an ad during the NFC Championship game.

4. Platform Prater: **Twitter** sent email to 680,000 users late Friday telling them they may have followed, liked or retweeted some 50,000 accounts linked to a "Russian government-linked" propaganda effort during the 2016 U.S. presidential election. In a blog post Jan. 19 Twitter reveals it's found additional malicious accounts. Twitter users are miffed: since the Russian accounts were removed, it's difficult to know which ones you followed, liked or retweeted.

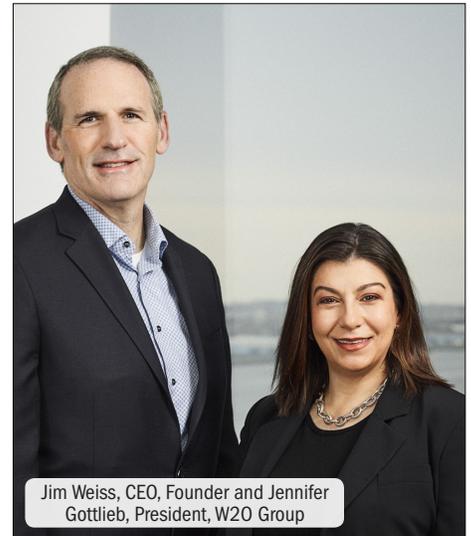
5. Growth: **rbb Communications** launched Reputation & Risk Advisors, augmenting its crisis practice. – Hospitality and real estate PR firm **C&R** unveiled C&R Content, a native advertising and publishing arm. C&R named veteran journalist **Bruce Wallin** of *The Robb Report* to head the creative services unit. – **SharpOrange** opened its doors in Boston late last week. Its co-founders are veteran communicators **Adam Zand** and **Greg Peverill-Conti**, the latter most recently was with **InkHouse Media and Marketing**.



Bruce Wallin, Head, C&R Content

6. Oh, Wells: Scandal-prone **Wells Fargo** drained accounts of some cus-

tomers last week after mistakenly deducting bill payments twice. The bank apologized socially but failed to say how many accounts were affected. Earlier in Jan. Wells said legal fees resulted in a \$3.25 billion Q4 hit to earnings.



Jim Weiss, CEO, Founder and Jennifer Gottlieb, President, W2O Group

7. People: **Facebook** named **American Express** CEO **Kenneth Chenault** to its board, making him the first black director on what was an all-white group. – **W2O Group** named **Jennifer Gottlieb** president, a new position, reporting to founder/CEO **Jim Weiss**. She'll oversee **W2O wcg**, **W2O twist** and **W2O pure**. A 12-year W2O vet, Gottlieb most recently was COO and client service head. – **Brittney Manchester**, recently a senior advisor at the **Centers for Medicare & Medicaid Services**, joined **APCO Worldwide's** D.C. healthcare practice as senior associate director. – **WE Communications** promoted 19-vet **Tiffany Cook** to president (picture 2, page 1); she'll continue overseeing WE's consumer sector. EVP and chief strategist **Katie Huang Shin** (picture 3, page 1) was named president, technology sector and chief strategy officer. – **Markstein** named former **Time, Inc.**, president of sales & marketing **Greg Schumann** VP, strategic initiatives; former **Chick-fil-A Peach Bowl** director of integrated marketing **Jessica Black** was named a director. – Communications agency **Hotwire** named former **BOLD** CMO **Dawn Crew** its next CMO-in-Residence. – **RepEquity** named **Ashley Barna** VP, digital advertising and SEO. ■