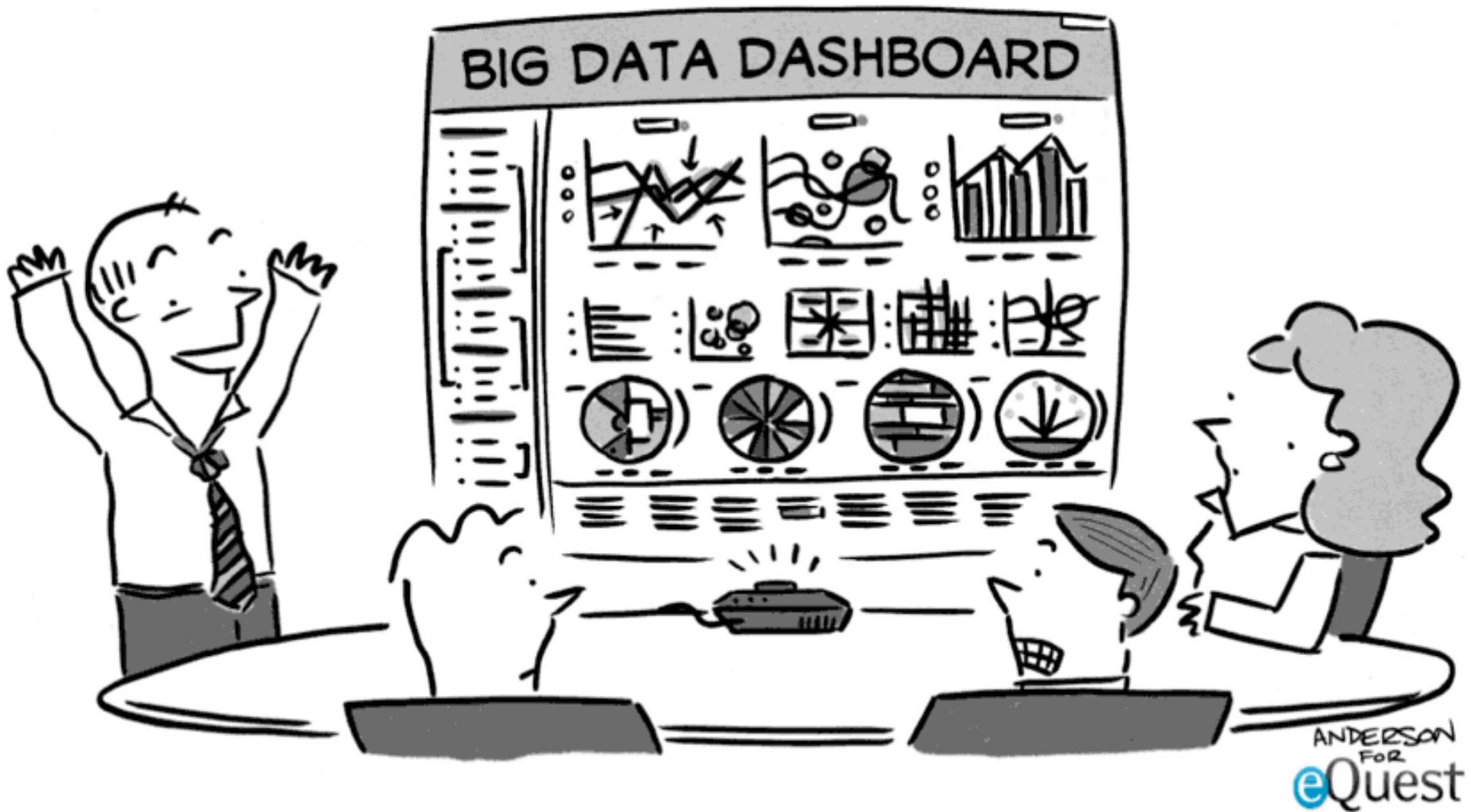# PR Measurement Dashboard Best Practices
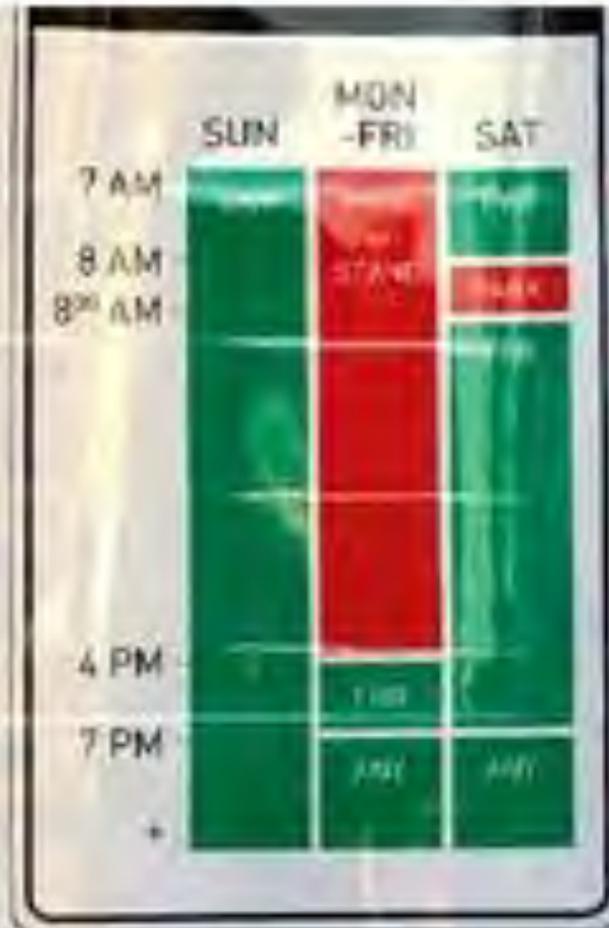
Allyson Hugley
EVP, Analytics, Weber Shandwick
@HugleyA

PRNews PR Measurement Conference
Washington D.C.,
April 8, 2014

Sign of the Times

Know Your Audience

- ✓ Primary and secondary audiences

- ✓ Reporting objectives

- ✓ Levels of data sophistication

- ✓ Dashboard reporting experience/preferences

- ✓ Brand colors and style guides

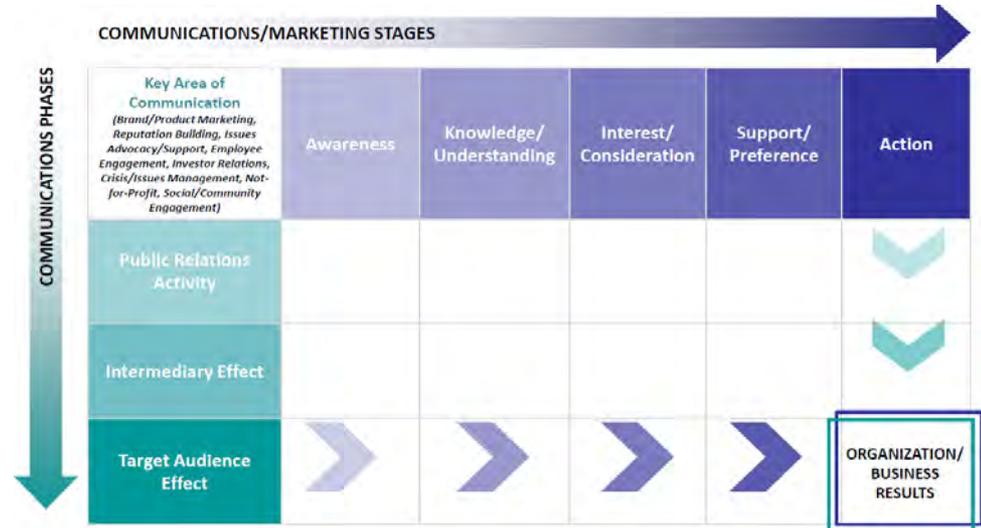- ✓ How dashboards will be used internally and externally

Think Less Dashboard, More Storyboard

- ✓ Dashboards should provide a summary of your data narrative

- ✓ Think about the organizational flow of your information and the story you are looking to tell

- ✓ Use industry approved or proprietary frameworks to prioritize dashboard metrics

AMEC Valid Metric Framework

the framework is an industry approved tool developed by AMEC to help practitioners think about how to measure PR value in terms of activities (outputs), interim measures (outtakes), and business results (outcomes)

COMMUNICATIONS/MARKETING STAGES

COMMUNICATIONS PHASES

Key Area of Communication (Brand/Product Marketing, Reputation Building, Issues Advocacy/support, Employee Engagement, Investor Relations, Crisis/Issues Management, Not-for-Profit, Social/Community Engagement)	Awareness	Knowledge/ Understanding	Interest/ Consideration	Support/ Preference	Action
Public Relations Activity					
Intermediary Effect					
Target Audience Effect					ORGANIZATION/ BUSINESS RESULTS

Brand/ Product Marketing

|	Awareness	Knowledge	Consideration	Preference	Action
Public Relations Activity	• Content creation • Traditional media engagement • Social media engagement • Influencer engagement • Stakeholder engagement • Events/speeches				
Intermediary Effect	• Audience reach [traditional & social media] • Impressions/Target audience impressions • Number of articles • Video views • Frequency • Prominence • Share of voice	• Key message alignment • Accuracy of facts	• Key message alignment • Frequency of (positive) mentions • Expressed opinions of consideration • Social network Followers • Retweets/Shares/ Linkbacks	• Endorsement by journalists or influencers • Rankings on industry lists • Expressed opinions of preference • Social network Fans • Likes	
Target Audience Effect	• Unaided awareness • Aided awareness	• Knowledge of company/product attributes and features • Brand association and differentiation	• Relevance of brand (to consumer/ customer) • Visitors to website • Click-thru to site • Time spent on site • Downloads from site • Calls • Event/meeting attendance	• Attitude uplift • Stated intention to buy • Brand preference/ Loyalty/Trust • Endorsement • Requests for quote • Links to site • Trial	• Sales • Market share • Cost savings • Leads generated • Customer loyalty

Investor Relations

	Awareness	Knowledge	Consideration	Preference	Action
Public Relations Activity	• Content creation • Traditional media engagement • Social media engagement • Influencer engagement • Stakeholder engagement • Events/speeches				
Intermediary Effect	• Audience reach [traditional & social media] • Impressions/Target audience impressions • Number of articles • Video views • Frequency • Prominence • Share of voice	• Key message alignment • Accuracy of facts	• Key message alignment • Frequency of (positive) mentions • Expressed opinions of consideration • Social network Followers • Retweets/Shares/ Linkbacks	• Endorsement by journalists or influencers • Rankings on industry lists • Expressed opinions of preference • Social network Fans • Likes	
Target Audience Effect	• Unaided awareness • Aided awareness • Coverage in analyst reports	• Knowledge of company profile and offer	• Visitors to IR section of website • Click-thru to IR site • Time spent on IR site • Downloads from IR site • Calls • Event/meeting attendance	• Attitude change • Endorsement	• Share price • Earnings multiple • Earnings per share • Successful IPO/ acquisition/ merger

Weber Shandwick VOICE Metrics Framework

OUR CHARGE	**V**isibility Increase visibility in relevant media	**O**pinions Shape opinions of brand to improve perceptions and increase consideration	**I**nfluencers Activate relevant influencers to carry the brand message	**C**ommunity Grow brand communities of fans and advocates in social media	**E**ngagement Incite engagement with brand and branded content
KEY MEASURES	• Placements/mentions in target media • Reach/Impressions • Coverage prominence/ dominance • SOV vs. competitors • Social channel video views • Industry conference speaking engagements	• Key message penetration • Campaign specific mentions • Coverage tone • Coverage topic analysis (e.g., business, CSR, thought leadership) • Stakeholder perceptions	• Media partnerships activated • Blogger/Influencer posts	• Number of fans/followers across social channels • Percent fan/follower growth over time and related to specific initiatives	• Number of engaged fans • Ratio of engaged fans to total fans • Number of content actions -- "likes," "shares," "pins," "votes" • Stories summited/ donations • Number of employee volunteers • Book sales/revenue
KPIs	• Placements/mentions • Reach/Impressions	• Key message penetration • Stakeholder perceptions	• Blogger/Influencer posts	• Number of fans/followers	• Ratio of engaged fans to total fans over time • Book sales/revenue

Keep It Simple

✓ Strive for clarity and consistency
  – Commit to color choices
  – Use a core set of charts
  – Use labels and legends

✓ Avoid building too many elements into a single chart/graph

✓ Use common context points
  – Trend over time
  – Performance vs. competitors
  – Performance to goal
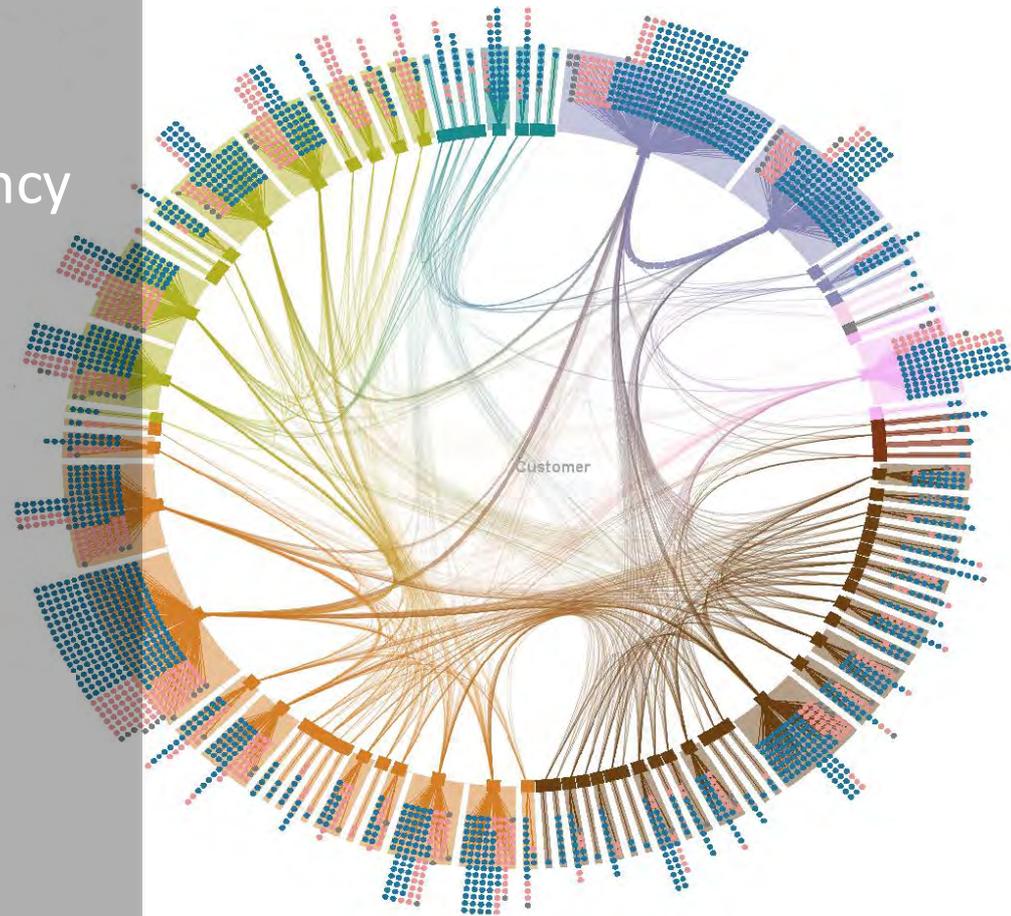
Every Dashboard Must Stand on Its Own

✓ When creating multiple dashboards, they have to function like a "rip deck" – each board telling its own story

  – Make boards easily understandable

  – Structure them so they can be passed between groups with little explanation

MONTHLY CONTENT DASHBOARD (EXAMPLE)

overview

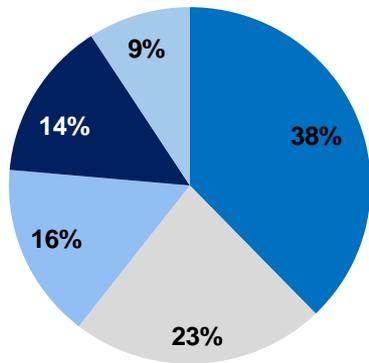| Visitors	Page Views	Bounce Rate	Avg. Time on Page	% of New Visits
20,982	**27,713**	**88.20%**	**00:00:34**	**91.97%**
(2% increase) ⬆	(.78% decrease) ⬇	(3% increase) ⬆	(12% decrease) ⬇	(.13% increase) ⬆

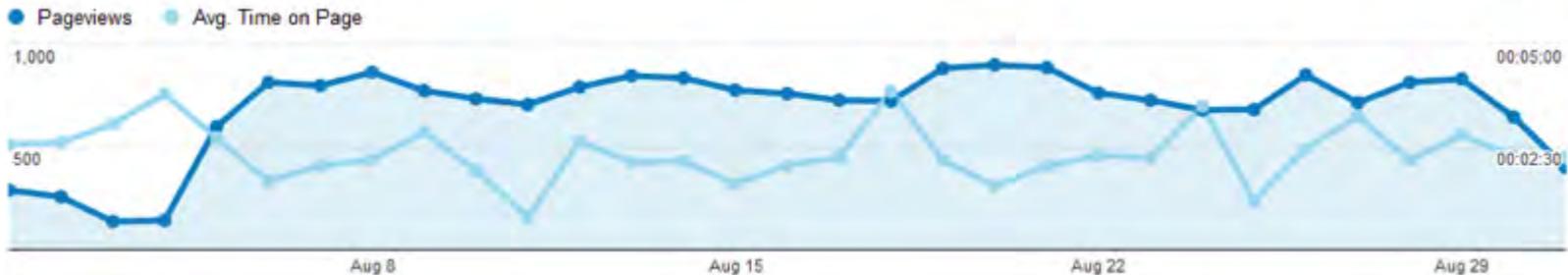## content

Top Pages Visited

- What Your Glasses Say About Your Work Style — 38%
- Raccoon Eyes - It's Not a Good Look — 23%
- 7 Eye Charts We'd Rather Stare At — 16%
- Homepage — 14%
- Got the Blues? Your Eyes Might — 9%

Top Stories

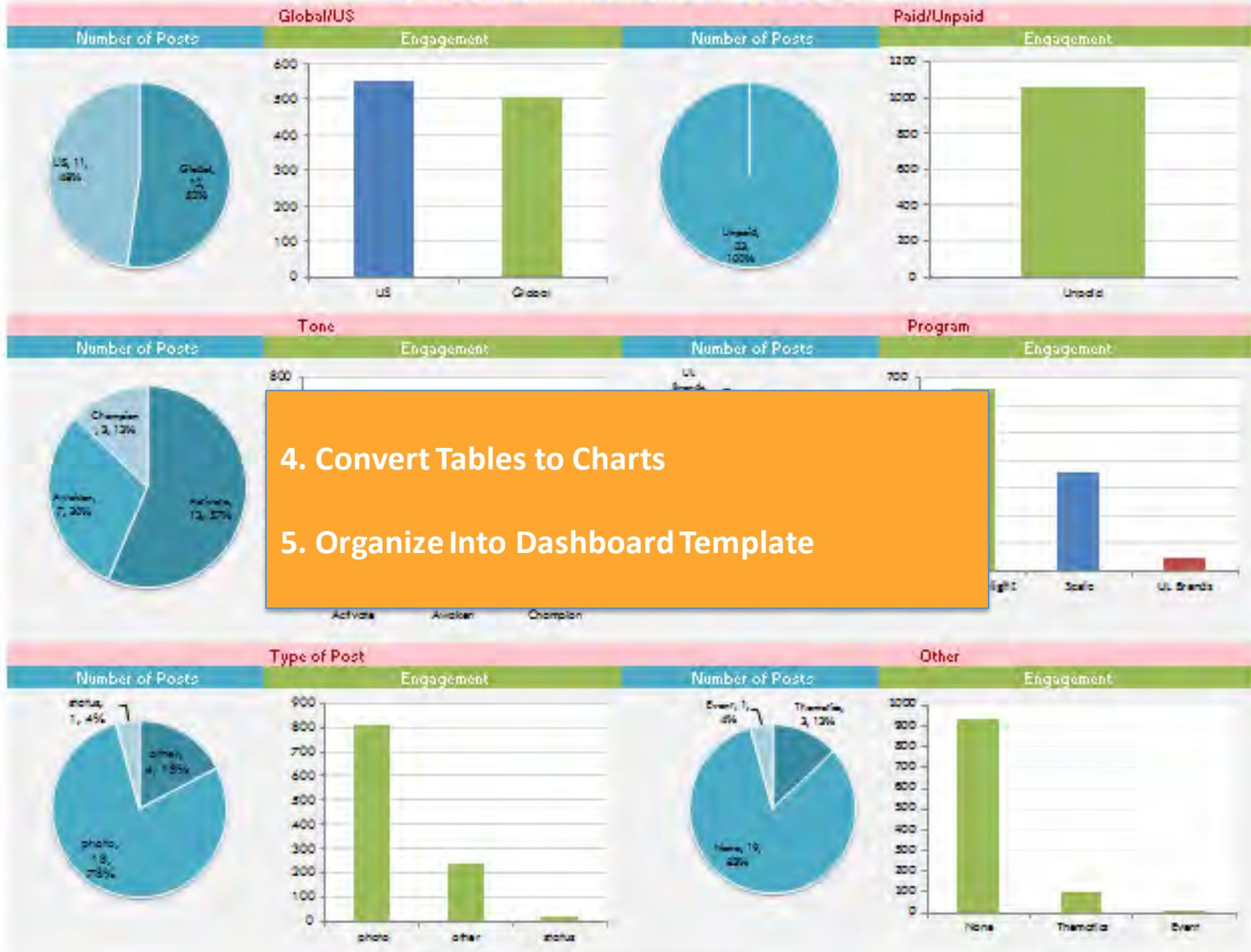| Story	Views	Avg. Time	Bounce Rate
What Your Glasses Say About Your Work Style	5,153	2:43	95.39%
Raccoon Eyes – It's Not a Good Look	3,105	1:40	95.20%
7 Charts We'd Rather Stare At	2,168	1:05	91.79%
Got the Blues? Your Eyes Might	1,252	1:24	89.28%
Feeling the Burn of Sunscreen In Your Eyes	936	3:39	94.34%
Optical Illusions – A Battle Between the Eyes and the Brain	434	4:41	88.48%
The Pros of Wearing Glasses	430	2:16	93.81%
4 Ways to Make Time for Exercise – Surprise Effect on Eyes	341	3:19	83.96%
Hazel Eyes – The Eye Color Chameleon	315	2:03	87.64%
Blue Light – What is it and Where Does it Come From	302	2:36	88.89%

Content Engagement

Create, Then Automate

✓ Templates and common software packages build efficiencies into the dashboard process and reduce human error

Facebook Content Performance Dashboard

Global/US

Number of Posts

Engagement

Paid/Unpaid

Number of Posts

Engagement

Tone

Number of Posts

Engagement

Program

Number of Posts

Engagement

4. Convert Tables to Charts

5. Organize Into Dashboard Template

Type of Post

Number of Posts

Engagement

Other

Number of Posts

Engagement

Consider Adding Qualitative Elements

✓ Qualitative elements (e.g., word clouds and top performing posts) provide additional context

Customize, Customize, Customize

✓ Default dashboards often fail to align with reporting objectives and client needs

✓ Include customization in your criteria for evaluating tracking and reporting tools

✓ Familiarize yourself with customization features built into commonly used tools (e.g., Google Analytics)

Google Analytics Standard Dashboard
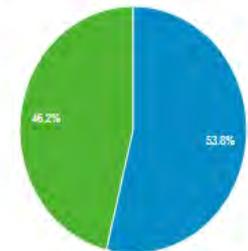
Google Analytics Custom Dashboard

Make It Pretty

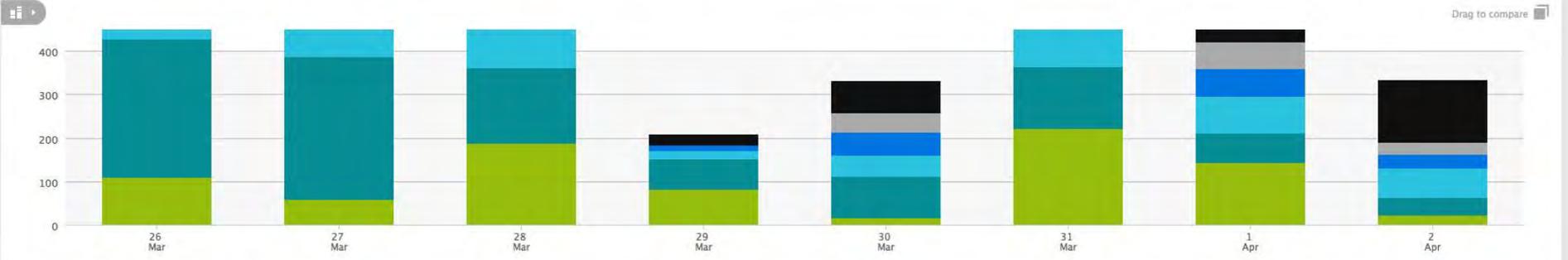**80%**, the degree to which color visuals increase the willingness to read

Color also accounts for **60%** of acceptance or rejection of an object, making it a critical factor in the success of any visual presentation

weber shandwick
engaging. always.

vantage

Comparing WS – Edelman – Ketchum – Fleishman Hillard – Droga5 – Burson·Marsteller

Drag to compare

400
300
200
100
0

26 Mar | 27 Mar | 28 Mar | 29 Mar | 30 Mar | 31 Mar | 1 Apr | 2 Apr

Details | Insights | Notes

- Weber Shandwick – total: 1 007
- Droga5 – total: 769
- Burson Marsteller – total: 850
- Edelman – total: 708
- Fleishman Hillard – total: 1 230
- Ketchum – total: 839

What Is Said about Weber Shandwick

Keywords

Drag to compare

Usa The Guardian Africa Sheryl Sandberg Nice
Liz Wolstenholme Unilever Colin Byrne London
UK San Francisco Knowlton Strategies Boston GolinHarris
Leeds Mary Whenman Pfizer
New York Holmes Report Samsung

Details | Notes

Subject: "Weber Shandwick" OR "WeberShandwick" OR @WeberShandwick
From: 2014-03-26 To: 2014-04-02
Field: dashboard

■ "Weber Shandwick" OR "W... – total: 18 329
□ "Weber Shandwick" OR "W... – total: 0

Who Talks about Weber Shandwick

What is said about Edelman

Keywords

Drag to compare

New York Africa Holmes Report
Grupo Español de Pacientes Middle East GolinHarris Pfizer
Samsung Europe Ana Vallejo Mar Lázaro MTV Google
Knowlton Strategies UK Amnesty International
FTI Consulting Usa Unilever Chicago

Details | Notes

Subject: ("@EdelmanPR" OR "@EdelmanDigital" OR "Edelman Consulting") OR (Edelman AND (PR OR "public relations" OR marketing OR market OR "communication expert" OR "communications experts" OR "consumer brand" OR "consumer product" OR agency OR firm OR corporate OR ranking OR "citizenship program" OR barometer OR "social media" OR benefits OR competitive OR promoting OR "product launch" OR "global influencer" OR "Facebook campaign" OR "twitter campaign" OR "digital" OR "ereputation" OR "e-reputation" OR communicating OR "crisis and risk" OR "executive positioning" OR "financial communication" OR "financial communications" OR "financial com" OR "ligitation communication" OR "ligitation com" OR "reputation management" OR "brand messaging" OR "strategic" OR "strategy" OR "branding talent")) –"Sam Edelman" –"Julian Edelman" –"Scott Edelman" –"Ben Edelman" –"Marion Edelman" –"Marian Wright Edelman" –"Randy Edelman" –"Gilad Edelman" –"Marc Edelman" –"Asher

What is said about Ketchum

Keywords

Drag to compare

Kuala Lumpur New York Ireland Singapore Gillette
Indira Nair David Gallagher Europe Miami Forbes
Comedy Central Malaysia Airlines Samsung
Holmes Report Malaysian government UK
John Bailey London Usa Malaysia

Details | Notes

Who Talks about Ketchum

Author

Drag to compare

By www.prweekus.com — 100
By www.holmesreport.com — 100
By www.odwyerpr.com — 52
By www.miamiok.com — 48

Thank you

Allyson Hugley
EVP, Analytics, Weber Shandwick
@HugleyA

PRNews PR Measurement Conference
Washington D.C.,
April 8, 2014