

# Case Study II: PR Measurement at Work in the Real World

Prudential Financial's Online Newsroom

Lisa Iurato  
Vice President  
Digital Media Team, Global Communications  
Prudential Financial

@PrudentialNews

#prnews

- To determine if we are **successful**.
  - If yes, should we stay the course?
  - If no, how can we improve the experience or content?
- Show our **value**.
  - Stakeholders need to understand why this is a critical investment of time and resources.
- To prove the **impact**.
  - Did we move the needle in perception, reputation or awareness of our company and its products/services?
  - Can we seek additional resources to maintain or increase our time spent on the project?

**Why do we measure?**

Oct 27  
2014

## Newsroom



News

Media Contacts

Executive Bios

Multimedia

Research

Opinions

## FEATURED ARTICLES:



30 Sep 2014

**Prudential signs pension transfer agreement with Bristol-Myers Squibb**

Bristol-Myers Squibb announced today it will settle \$1.4 billion in pension obligations through the purchase of a group annuity contract

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25 Sep 2014

**Prudential signs pension transfer agreement with Motorola Solutions**

The Prudential Insurance Company of America has signed an agreement with Motorola Solutions to assume certain salaried...

[more](#)THOUGHT LEADER OF THE WEEK:  
**MAUREEN CORCORAN**

27 Oct 2014

**Programs for working mothers integrate family and work, attract and retain top talent**

To Maureen Corcoran, helping working moms integrate family and work successfully is a way to attract and retain top talent in today's competitive marketplace, which is important to an organization's success. "Women now make up 50 percent of the workforce," says Corcoran, vice president, workforce and health at Prudential.

[more](#)**Prudential In The News**

2014-10-23 The Lincoln Journal Star

**Jason Peplinski receives 'Four Under Forty Award'**

Jason Peplinski, a financial professional with Agency Distribution based in Lincoln, Neb., was recently recognized with the "Four Under Forty Award" by the National Association of Insurance and Financial Advisors. The four winners received the award for excellence in their profession by or before the age of 40 at the association's annual meeting in San Diego, Calif.

2014-09-25 The Wall Street Journal

**Prudential to take responsibility for \$3 billion in pensions from Motorola**

Prudential said Thursday that it will take over the pension responsibilities for 30,000 retirees at Motorola Solutions. Motorola will transfer about \$3.1

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**WORLD'S MOST**  
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**COMPANIES** 2014  
INSURANCE: LIFE AND HEALTH**Prudential News Releases**

27 October 2014

**PRIAC selected to provide longevity reinsurance to Legal & General for a portion of its bulk annuity portfolio**

NEWARK, N.J. &amp; LONDON, October 27, 2014 - Prudential Retirement Insurance and Annuity Company (PRIAC), a Prudential Financial Inc. (PFI) company (NYSE:PRU) has announced that it will provide

**WOMEN & MONEY**  
Read our study [➔](#)

# Prudential's Online Newsroom

Nov 3 2014 Newsroom



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- Media Contacts
- Executive Bios
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- Opinions

If you are a member of the media, please contact the Global Communications team at 973-802-4757 or by email at GlobalPublicRelations@news-prudential.com

**Chief Communications Officer**

Bob DeFillippo  
Phone: 973-802-4149  
bob.defillippo@prudential.com

**U.S. Based Businesses**

Agency Distribution, Annuities, Retirement, Group Insurance, Life Insurance.

Linda Fung  
Phone: 973-802-7373  
linda.fung@prudential.com

**Retirement trends, products and technology**

Contact: Tanya Valle  
Phone: 973-802-4370  
tanya.valle@prudential.com

Contact: Josh Stoffregen  
Phone: 973-802-3996  
josh.stoffregen@prudential.com

Contact: Monique Reuben  
Phone: 973-802-3745  
monique.reuben@prudential.com

**Annuities and women's issues**

Contact: Lisa Bennett  
Phone: 973-802-2694  
lisa.bennett@prudential.com

Nov 3 2014 Newsroom



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FEATURED RESEARCH:



October 2014  
**Central Bank FX Reserve Adequacy**  
Prudential Fixed Income's Jurgen Odenius writes that metrics indicate FX reserve holdings are adequate in most emerging markets. [more](#)  
[Download PDF](#)



September 2014  
**China's Challenging Road Ahead**  
Gerwin Bell, Mani Sabapathi and Aayush Sonthalia say that China's economic transition represents a monumental challenge... [more](#)  
[Download PDF](#)



October 2014  
**QMA Economic & Market Outlook**  
QMA remains positive on U.S. stocks, which have been strong relative performers in 2014 and in recent years, as we believe the U.S. relative economic advantage is likely to be sustained. However, we would lighten up on U.S. small caps on price strength in favor of large cap stocks. [more](#)  
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Research >

- Global
- Equity
- Fixed Income
- Real Estate

**Prudential Fixed Income 4Q Outlook**

Prudential Fixed Income says that although continued economic progress in the U.S. is keeping the prospects for 2015 rate hikes front and center, the overall muted global growth picture is likely to keep long-term interest rates low and range bound for some time to come. While the likely duration of the current correction in spread product is difficult to estimate, given investors' desire for income and the relative stability of fixed income products, the search for yield is likely to resume in due time, leading to significant outperformance by spread product, particularly the higher-yielding sectors, such as high yield corporate and hard currency emerging markets. (7/1)



# Prudential's Online Newsroom



Featured Stories >



10 July 2014  
**John Praveen expects bigger gains in global stock markets in the second half of 2014**



Global stock markets should post bigger gains in the second half of 2014 after modest gains in the first half, according to John Praveen, chief investment strategist for Prudential International Investments Advisers. Expected improved GDP growth, stabilizing emerging markets, further European Central Bank easing, fresh stimulus from the Bank of Japan, additional mini-stimulus in China and the Fed keeping U.S. rates low into 2015 should fuel stock market gains in the second half.

Praveen sees interest rate trends remaining a huge factor boosting markets. "The interest rate tailwinds that lifted stock markets up last year and the first half of 2014 will continue to provide support to the stock markets in the second half," he said at Prudential's recent Global Markets & Economic Outlook media briefing in New York City. Globally, corporate earnings ranging from 8 percent to 10 percent should also help to drive markets higher.

Praveen said he expects bond yields to rise, given improved global growth led by the U.S. and the U.K., and the Fed ending quantitative easing. There could be a limit to that increase, though, in the face of further easing measures by the European Central Bank, low inflation and safe haven demand amid fresh tensions in Iraq.

Interested in more information? Watch John's outlook video from the media briefing and follow him on Twitter: @prustrategist. Want to speak with John? Contact Theresa Miller.

Please read this important information.

**Contact(s):**

Theresa Miller  
phone: 973-802-7455

**Related Assets**



Thought Leaders >



27 October 2014  
**Thought Leader of the Week: Maureen Corcoran**



**Programs for working mothers integrate family and work, attract and retain top talent**

To Maureen Corcoran, helping working moms integrate family and work successfully is a way to attract and retain top talent in today's competitive marketplace, which is important to an organization's success. "Women now make up 50 percent of the workforce," says Corcoran, vice president, work/life and health at Prudential. "Creating policies and programs and a corporate culture that support them in achieving both their personal and professional goals has never been more important."

Corcoran notes that coming back to work after having a baby can be tough, something Prudential recognizes by allowing new moms and dads to take parental leave—up to 26 job-guaranteed weeks off with two weeks fully paid. Often flexible work arrangements also help ease the process of

having a baby.

"We know that being home for dinner or attending a child's sporting event is an important part of life," Corcoran says. "The more companies can do to help working moms and dads effectively meet their work/life needs, the more it creates a win-win for the company and the employee."

A number of programs Prudential offers have been cited for excellence by *Working Mother* magazine, including its child and adult care benefits, flexible work arrangements, career development opportunities and benefits for new mothers.

Want to speak with Maureen? Contact Peter Price.

**Contact(s):**

Peter Price



# Prudential's Online Newsroom

- Launched in April 2008 to replace static PDF postings of news releases.
- We wanted to “tell our own story” not only through traditional press releases but also by posting featured stories on company news and market commentary by subject matter experts.
- Increase our exposure online (clickable hits) and enable news releases to be easily searched from our own webpage.

## Prudential's Online Newsroom

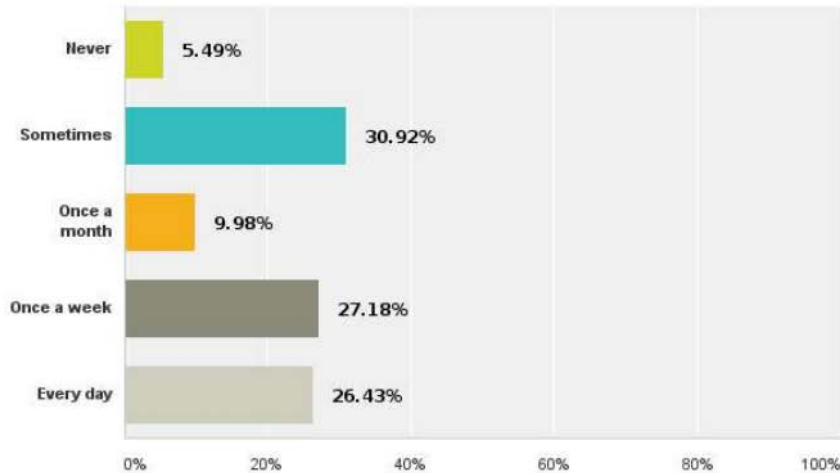
- Allows us to reach not only journalists, but bloggers, social media users, employees and the general public.
- Provides journalists with media contacts, information on subject matter experts, research, multimedia and more.

**Measurement and analytics key drivers  
in changing look, feel and function  
of website over the past 6 years.**

**Prudential's Online Newsroom**

# Usage

How often do you visit a company/organization online newsroom?



*It's obvious that journalists make good use of the online newsroom with 26% saying they visit one every day. In fact, only 5% of journalists surveyed say they never visit an online newsroom.*

It's a great idea to be ready for those visits with advanced search capabilities, e-mail alerts, photos, videos, and good phone numbers for your PR contacts list.



95% of journalists surveyed have visited a company's online newsroom

2014 Online Newsroom Survey Report  
TEKGroup

# Why the Newsroom is critical



1. **What:** determine a desired output or outcome (metrics)
2. **Who:** specify one or several target audiences
3. **How much:** denote how much the metric should change to be successful
4. **When:** stipulate a time-frame in which the objective is to be achieved

Guidelines For Setting Measurable Public Relations Objectives: An Update  
By Forrest W. Anderson, Linda Hadley, David Rockland and Mark Weiner  
Copyright © 2009, Institute for Public Relations  
[www.instituteforpr.org](http://www.instituteforpr.org)

## Steps to measurement

- Have we established and maintained an **effective medium to tell our company's story** for not only journalists but other stakeholders?
  - Have journalists viewed and used content on our site? Did content lead to interviews or background information?
  - Have we increased visibility and awareness of our content, and therefore our products and services?

## 1. **Desired output/outcome**

- **Do your research.**

- We reviewed studies to understand what journalists would like to see in our Newsroom and asked a target audience of journalists whether we created a site that worked.
- We also identified other groups that our Newsroom would reach such as bloggers, social media users, employees, general public and other influencers.
- Both of these helped frame the content and what we would measure – number of clicks, usage and return visits to the website.

## **2. Target audience**

- **Have we met the desired output?**
  - **This number may change.** We adjusted in the first few years after seeing rapid growth.
  - **If not purely “data,” how can you define success for a Newsroom?**
    - Content is used for pitching and leads to placements.
    - Content is linked in or used within news articles
    - Requests for interviews coming in from website.

### **3. What is success?**

- **How long to make an evaluation?**

- This depends on every organization's overall public relations strategy as well as individual goals.
- Example: We measure every quarter, and then take look-backs over the year. We also measure after certain campaigns.

## 4. How long?



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Jan 6 2010

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Upcoming Events

FAST FACT

**Not saving enough**  
401(k) participants' average account balance is falling—and isn't enough to generate significant retirement income



Source: Employee Benefit Research Institute, 2009.

#### Retirement redefined

Prudential offers blueprint for redefining defined contribution plans (more)

#### Americans hold on to life insurance

Even when money's tight, new study shows (more)



May 10 2011 Newsroom

#### Prudential News Releases



05 January 2010

##### Prudential Financial To Announce Fourth Quarter 2009 Earnings; Schedules Conference Call

NEWARK, N.J., January 05, 2010 - Prudential Financial, Inc. (NYSE: PRU) will release its fourth quarter 2009 earnings on Wednesday, February 10, 2010, after the market closes. The earnings news release and the financial supplement will be posted on the company's Investor Relations Web site at: <http://www.investor.prudential.com>. (more)

#### Retirement Income Companies

- Retirement Lead of the Week
- Retirement Red Zone
- Retirement Planning Tips
- Retirement Issues and Perspectives

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Prudential

May 10 2011 Newsroom

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FEATURED ARTICLES: 1 2 3 4

### Prudential names America's top 10 youth volunteers

These students are "spreading the spirit of community"

During a trip to Guatemala with her father, 10-year-old Amee Matheson met a woman who used to look after two children in their crude homes to keep them safe while she was at work. This went on for sometime until one day she returned home to find they had burned to death. "I saw that countless children were being left in hazardous situations by despicable people," Matheson said. "I wanted to help."

She returned to Guatemala alone over spring break. To research the care center in Quetzaltenango, convinced it could be done, she is in Utah. She became her school's student body officer for service to students, parents, school administrators, businesses and more for her idea. Fund-raising activities and donation drives followed. Students and 15 parents to join a service trip to Guatemala to be center will provide 30 children with nutritious meals, basic education, and, most importantly, a safe environment during the workday. (more)

#### Prudential News Releases

To view news releases by business, click here

06 May 2011

##### PRU raises more than \$600 million from institutional investors for U.K.-based debt fund

PARISSEPPANY, N.J., May 06, 2011 - Prudential Real Estate Investors has completed a \$492 million (about \$500 million) fund to provide financing for commercial property transactions on behalf of institutional investors in its closed-end Francemore Real Estate Capital 1 Fund, the company announced today. (more)

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#### FEATURED ARTICLES:

- 26 Sep 2014**  
**Prudential signs pension transfer agreement with Bristol-Myers Squibb**  
Bristol-Myers Squibb announced today it will settle \$1.4 billion in pension obligations through the purchase of a group annuity contract (more)
- 28 Sep 2014**  
**Prudential signs pension transfer agreement with Motorola Solutions**  
The Prudential Insurance Company of America has signed an agreement with Motorola Solutions to assume certain salaried... (more)

**27 Oct 2014**  
**Programs for working mothers integrate family and work, attract and retain top talent**  
To Maureen Concoran, helping working women integrate family and work successfully is a way to attract and retain top talent in today's competitive marketplace, which is important to an organization's success. "Women now make up 50 percent of the workforce," says Concoran, vice president, workforce and health at Prudential. (more)

**SHOULDER LEADER OF THE WEEK**  
**MAUREEN CONCORAN**

#### Prudential In The News

- 2014-09-23 The Lincoln Journal-Tribune**  
**Jason Proffelski receives 'Four Under Forty Award'**  
Jason Proffelski, a financial professional with Agency Distributor based in Lincoln, Neb., was recently recognized with the 'Four Under Forty Award' by the National Association of Insurance and Financial Advisors. The four winners received the award for excellence in their profession by or before the age of 40 at the association's annual meeting in San Diego, Calif. (more)
- 2014-10-20 The Wall Street Journal**  
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Prudential and Thursday that it will take over the pension responsibilities for 30,000 retirees at Motorola Solutions. Motorola will transfer about \$3.1 billion to Prudential. (more)

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- 27 October 2014**  
**PRUAC selected to provide longevity reinsurance to Legal & General for a portion of its bulk annuity portfolio**  
NEWARK, N.J. & LONDON, October 27, 2014 - Prudential Retirement Insurance and Annuity Company (more)



# Case study

- **Experienced rapid growth.**
  - In first six months of launch, we went from 1,000 unique views a month to more than 12,000.
- **Return visits steadily increased.**
  - Unique visitors kept returning to the site for new information on a regular basis.

**Early days: How did we define success?**

# Became a source of content.

Our content was used and/or linked to from media websites.

We experienced growth from search engines and feeds.

Tuesday, November 2, 2010

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## Bond outlook: Where to find yield in the 4Q

November 2, 2010 6:01 am ET

Recommend

The following is an excerpt from the fourth quarter outlook authored by Prudential Fixed Income, a unit of Prudential Investment Management Inc. To read the full commentary, click [here](#).

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Solid results from the fixed income markets in 3Q mask the fact that it was yet another roller coaster quarter within another volatile year. Sources of volatility ranged from the US economy and Fed policy to concerns about a hard landing in China to the ongoing crisis in the European peripheral countries.

Although the decline in US Treasury yields has powered fixed income returns so far this year, the excess returns of the

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### Top Yielding ETFs

| Rank | ETF                  | Recent Yield |
|------|----------------------|--------------|
| 1    | <a href="#">VIOO</a> | 9.22%        |
| 2    | <a href="#">HYG</a>  | 7.31%        |
| 3    | <a href="#">JNK</a>  | 7.27%        |
| 4    | <a href="#">PGF</a>  | 6.72%        |
| 5    | <a href="#">PGX</a>  | 6.64%        |

[List of other ETFs by yield »](#)

Updated Wednesday, October 27, 1:01 PM Yield calculations vary and may not be reliable nor comparable; yield may be expressed as SEC 30-day yield, annualized yield based on most recent distribution, trailing twelve month yield, or reported yield. Not all ETFs are ranked; data may be incorrect or out of date. Rankings are for informational purposes only and do not constitute investment advice. [Full disclaimer](#)

## Early days: How did we define success?



**FAST FACT**

### Not saving enough

401(k) participants' average account balance is falling—and isn't enough to generate significant retirement income



Source: Employee Benefit Research Institute, 2008.

### Retirement redefined

Prudential offers blueprint for recasting defined contribution plans [\(more\)](#)

### Americans hold on to life insurance

Even when money's tight, new study shows [\(more\)](#)

## How did data metrics help us?

- We learned our featured stories – especially “Retirement Leads” – were well-received.

## How did we react?

- We created an editorial calendar, expanded to a Thought Leader of the Week series & increased volume of featured stories.



News

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#### FEATURED ARTICLES:



17 Oct 2014

#### Stable value continues its dominance in defined contribution plans

"Stable value will continue to have a strong presence in defined contribution plans" was the message journalists heard at a media dinner hosted by Prudential on Oct. 13 in Washington, D.C. [▶ more](#)



01 Oct 2014

#### Prudential's signature series of research on multicultural communities showcased at annual journalists' conferences

Prudential recently met with journalists from the National Association of Black Journalists, National Association of Hispanic Journalists... [▶ more](#)



27 Oct 2014

#### Programs for working mothers integrate family and work, attract and retain top talent

To Maureen Corcoran, helping working moms integrate family and work successfully is a way to attract and retain top talent in today's competitive marketplace, which is important to an organization's success. "Women now make up 50 percent of the workforce," says Corcoran, vice president, work/life and health at Prudential. [▶ more](#)

THOUGHT LEADER OF THE WEEK:  
MAUREEN CORCORAN

# Transforming our Newsroom

13 August 2014

## Higher-yielding fixed income sectors are likely to outperform as investors continue the search for yield



**VIDEO: Robert Tipp on why he believes U.S. interest rates are likely to remain below-average for the rest of 2014.**

Interest rates in the U.S. are likely to remain below average for the remainder of the year, meaning higher-yielding fixed income sectors are likely to outperform as investors continue the search for yield, Robert Tipp, chief investment strategist for Prudential Fixed Income, said at Prudential's recent Midyear Global Markets & Economic Outlook media briefing in New York.

The U.S. economy is at a position in terms of debt load where it's virtually unable to respond to low interest rates in the way you would typically see coming out of a recession, Tipp explained. He noted that the debt load, combined with other factors, is going to keep interest rates at below-average levels—under 3 percent—for long-term government yields in the U.S.

"Low short-term interest rates are going to push investors out the yield curve; higher-yielding fixed income sectors, on average, are going to outperform; and you're going to see a rollercoaster ride over the next year or two like we've seen over the last year."

Turning outside the U.S., Tipp pointed out that Japan has been in an extremely low interest rate environment for a long time—10-year interest rates are about six-tenths of a percent. In Europe, the German Bund is at

about 1.3 percent, and Spanish yields are at the higher end for larger countries in Europe, at about 2.6 percent.

Europe is in a similar place to where the U.S. was between 2008 and 2011, Tipp said. They have record high unemployment, and are just now recognizing that they need extraordinarily low interest rates, extended forward guidance and possibly quantitative easing. So they're going to be an anchor on long-term interest rates, along with Japan, for some time to come.

Tipp noted that the summer months are often a time when there's higher vulnerability to setbacks for riskier asset classes, particularly equities, making investors more likely to invest in fixed income, which tends to be supportive of the market.

Want more details on Robert's outlook for the fixed income market? Watch his [outlook video](#) from the media briefing. Want to speak with Robert? Contact [Theresa Miller](#).

## Another example of metrics informing our content

- Our multimedia section was one of the top sections users clicked on and content that had multimedia performed better. We understood that users were looking for more multimedia content after including a live link of our market outlook event on the Newsroom.

## How did we react?

- We piloted and continue to include videos, webcasts and audio into our featured stories and to support research.

# Transforming our Newsroom

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FEATURED ARTICLES: 1 2 3 4



**Prudential Retirement applauds Reps. Kind, Reichert for introducing SAVE Act**

Jamie Kalamarides, senior vice president of Retirement Strategies and Solutions for Prudential Retirement and a nationally recognized expert on retirement plans, is available for comment about a new bill introduced April 14 that brings attention to the critical retirement coverage gap that millions of American workers face.

Prudential Retirement has been a long-time advocate of putting American families on a secure road to and through retirement. You can hear an audio clip from Jamie by clicking on his photo. [\(more\)](#)

### How did anecdotal metrics also assist?

- An expected output was that our content would help the media team pitch and also be used by journalists in their stories.
- This early example shows how we succeeded, and propelled us to include digital media in all of our public relations campaigns.



## InvestmentNews

The Leading News Source for Financial Advisers

### RETIREMENT: Bill would facilitate workplace retirement saving

May 4, 2011 6:01 am ET

✉ 📄 📧 📧 📧 📧 Recommend

Rep. Ron Kind, D-Wis., and Rep. Dave Reichert, R-Wash., are seeking to expand retirement coverage with a bill designed to help small firms set up savings programs. The Small Businesses Add Value for Employees Act of 2011, [HR 1534](#), would reform rules governing small IRAs, establish automatic-deferral IRAs, expand the tax credit for small-employer pension startup costs, implement lifetime income disclosure requirements for pension plans and allow multiple small businesses to offer retirement plans in a pool while limiting their liability. These options will provide more workers with access to a retirement plan at work, Jamie Kalamarides, senior vice president of retirement strategies and solutions at Prudential Retirement, said in an audio posting on the company's website. [\(See related story.\)](#)

...said in an audio posting on the company's website.

# Learning from success



With the metrics illustrating a continued high number of unique visitors, we made the decision to add more visibility by including a spotlight on our main website: [www.prudential.com](http://www.prudential.com)

## Spotlight



Thought Leader of the Week  
Maureen Corcoran: Programs for working mothers integrate family and work, attract and retain top talent



THOUGHT LEADER OF THE WEEK:  
**MAUREEN CORCORAN**

27 Oct 2014

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[▶ more](#)

# Learning from success

- **Do** use examples.

When reporting on your efforts, illustrate how traditional public relations tactics coupled with a comprehensive social and digital media strategy enabled greater reach and visibility.

- **Do** explain the numbers.

Explain in simple terms how you have met your goals – or missed them. Numbers alone may not tell the complete story.

## Key takeaways

- **Do** understand where your traffic is originating.

When setting up and managing your Newsroom, determine how you are attracting followers -- internal versus external, social versus owned content? This will help tailor your messages and focus your attention.

- **Don't just look at overall numbers.**

Determine what specific pieces of content are most visited to help you plan for the next campaign.

**Key takeaways**

- **Don't** include too much.

Once you have decided what your key metric should be, focus your report on it.

- **Don't** confuse the audience.

Jargon, acronyms can take away from presenting the results.

**Key takeaways**

- Measurement tools (such as Radian6) can help you understand and communicate your share of voice in social and traditional media.
- Setting up Google Alerts for “as it happens” notifications.
- “Link shortener” services also provide metrics on how many times and where online your link is clicked and shared.

**Tools to help you**



- Services such as “Add This” that you embed into your website can help you determine what content is most “shareable” and where it is most often shared.
- Google Analytics can provide critical information on how many visits you receive and where the traffic is originating.

**Tools to help you**

# Questions?

Lisa Iurato  
Vice President  
Digital Media Team, Global Communications  
Prudential Financial

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**Thank you**