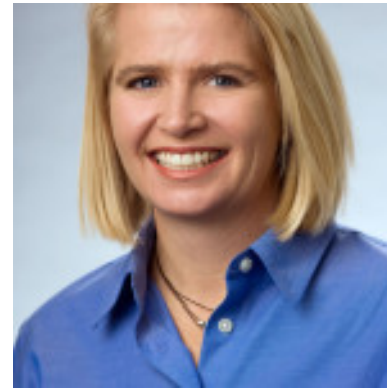


# How to Create Measurement Dashboards That Communicate PR's Value to Senior Leaders



Pauline Draper-Watts  
Edelman Berland  
@PDWatts



Inga Starrett  
Weber Shandwick  
@WeberShandwick



# In this session we will:

- Identify metrics that tell the story of how your PR campaigns connect with organizational goals
- Use the KPIs that matter most to management
- Select the metrics that will mean the most to you over time
- Establish baselines and set targets that are in line with your company goals
- Create measurement dashboards as well as scorecards that translate dashboard output into easily digestible information
- Use dashboards to manage expectations

# The Case for Measurement



**BEST OF**  
SILVER ANVIL  
2014

**AWARD WINNING  
COMMUNICATIONS PROGRAMS  
ARE ROOTED IN RESEARCH AND  
MEASUREMENT**

# Industry Awards



SABRE  
AWARDS

# ANALYSIS OF 2014 PRSA SILVER ANVIL WINNERS

**61%**

used multiple data collection methodologies for planning research

**3.38**

the avg. # of measurement methods executed for winning submission

**1.82**

the avg. # of discovery or planning research activities for winning entries

**91%**

used multiple methodologies to measure



## TOP METHODS REPORTED

- 80%** Traditional Media Tracking (Quant)
- 64%** Activity/Behavior Tracking
- 44%** Social Media Tracking
- 32%** Financial Impact / ROI

## TOP SINGLE PLANNING RESEARCH METHODS

- 45%** Desk Research
- 31%** Survey/Opinion Poll

# How to Create Measurement Dashboards That Communicate PR's Value to Senior Leaders



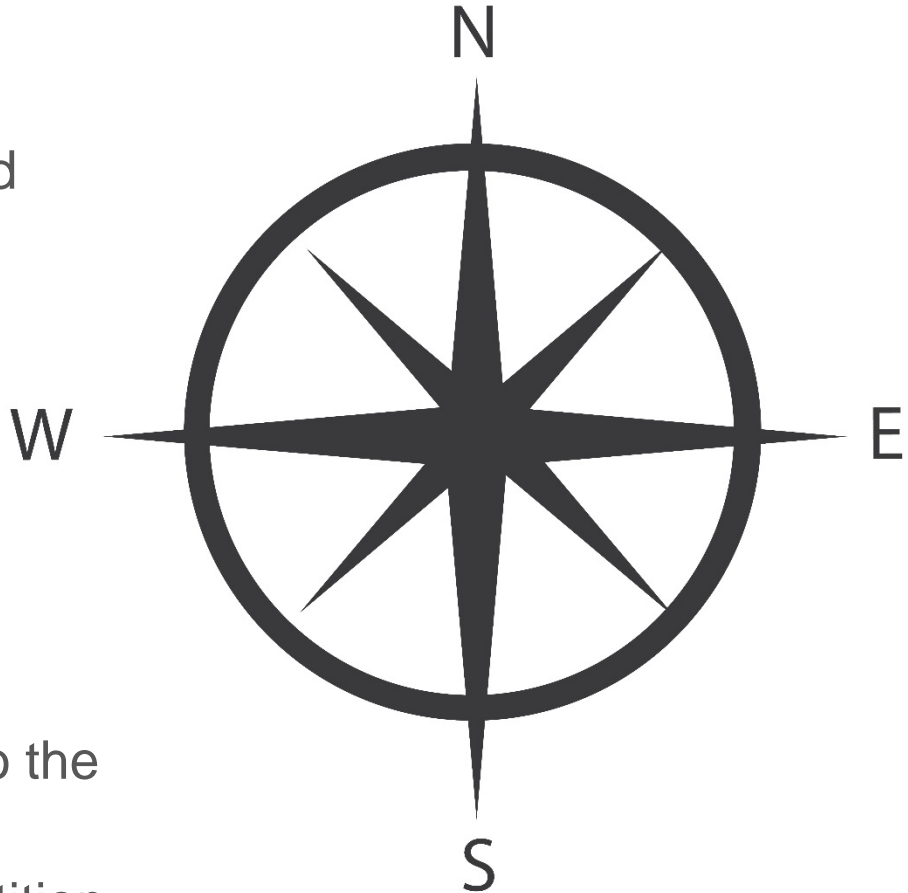
I NEED A  
DASHBOARD





# I NEED A DASHBOARD

- To show what is happening
- To assess impact on the brand
- To ensure I am on track
- To keep focus
- To identify and correct trends
- To tell the story
- To see opportunity to amplify
- To inform business decisions
- To demonstrate contribution to the business
- To keep an eye on the competition



# LET'S GET

## What are your objectives? PRACTICAL

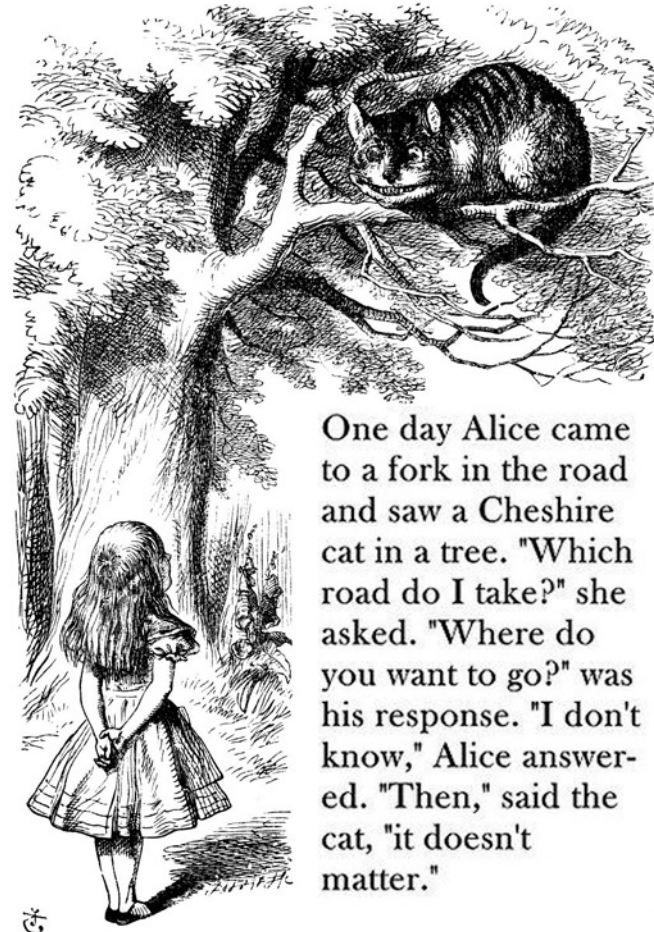
- What are your priorities?
- What are the agreed measures of success?
- What are the metrics to support this?
- What are your comparisons?
- What are your benchmarks?
- What is your activity?
- What are the expectations and how do you manage them?
- What do you need to know when?
- What are the reporting requirements?
- Who needs buy-in?
- Who has access to the dashboard and what can they do?



# WHAT ARE YOU SEEKING TO DO

Know:

- Where you have come from
- Where you are now
- Where you wish to go
- How you plan to get there
- Your timeline



One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then," said the cat, "it doesn't matter."



**Great stories happen to  
those who can tell them**

- Ira **Glass**

# KPIs

- Volumes
- Share
- Sentiment
- Message pull-through
- Engagement
- Endorsement
- Influencer analysis

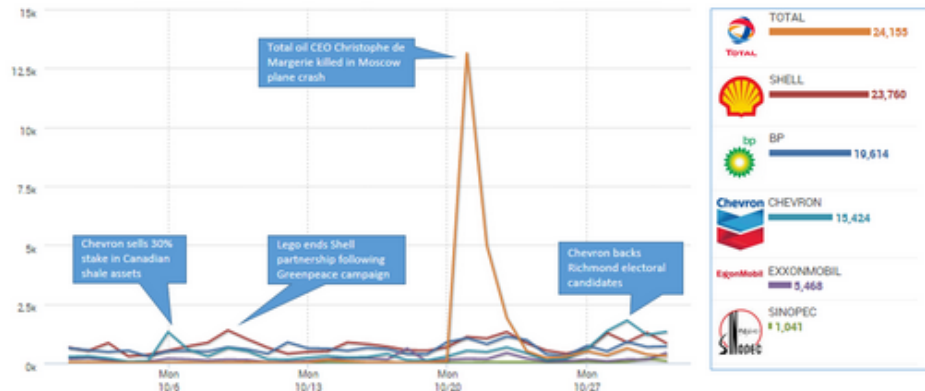


# A DASHBOARD SHOULD BE MORE THAN DATA IT SHOULD TELL THE STORY, BE ACTIONABLE AND BRING INSIGHT



NATURAL GAS TRENDS OCTOBER 2014

COVERAGE BY COMPANY  
01 – 31 OCTOBER



Coverage in October was driven mainly by the publication of Q3 earnings for several companies, as well as by news of the death of Christophe de Margerie, CEO of Total.

**Shell:** 23,760 total mentions, 80% net positive sentiment  
TOP STORIES: Gabon Reservoir; Lego Partnership; New Chairman/Q3 earnings

Among the main topics driving media activity for Shell was the news about a discovery of substantial natural gas resources near the coast of Gabon, West Africa. Reported by outlets such as UPI, Gabon's "geological similarities to Brazil raised hopes for oil production among energy explorers, but so far the region has turned up mostly natural gas."

**Key Message Pull-Through:**

- **Energy Voice:** "The industry major, which has been operating in the country for half a century, said the discovery proved the firm's pursuit of new plays in the area was a strong move."
- **Reuters:** "Some geologists think offshore West Africa may contain deepwater reserves beneath a layer of salt on the ocean bed comparable to enormous finds made off the coast of Brazil, which have transformed that country's natural resource profile."

Some media traction followed Lego's announcement that it would not renew its branding contract with the company. The decision comes after sustained pressures from Greenpeace, which published a video against Arctic drilling that attracted over six million views. The news story was mainly covered via social media channels, as well as by major news outlets such as The Huffington Post. A critical opinion piece published by author and activist Naomi Klein in The Guardian, was one of the most shared article for Shell in October. Klein welcomed Lego's announcement

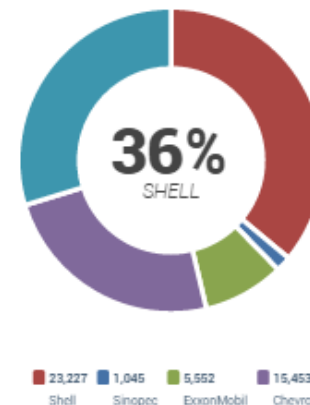
TOTAL MENTIONS


**23,224**  
TOTAL MENTIONS

MEDIA BREAKDOWN



SHARE OF VOICE





Newsroom
⏪
🔔
🔄
⬇️

### KEYWORDS

Any All of the following keywords

Advanced

---

### PROFILES

- Starbucks
- Panera Bread
- McDonald's
- Dunkin' Donuts
- Independent Coffee Shops

---

### GROUPS

➤

---

### SOURCE

- Twitter
- News
- Blogs
- Facebook
- Videos

---

### COUNTRY

➤

### 🐦 TWITTER

Content	Date	Author	Influence	Sentiment	Actions
RT @Iamtich: Am I the only one that drinks "filter coffee" at Starbucks? - updated 14 seconds ago		bensontheater	45 - Medium	Neutral	actions
RT @ImCravingFood: Starbucks Secret Menu: Mint White Chocolate Crumble Frappuccino ☐ <a href="http://t.co/Gmtnf6tdr8">http://t.co/Gmtnf6tdr8</a> - updated 19 seconds ago		hattie_lawson	51 - Medium	Neutral	actions
Starbucks Store on Rails Redefines Coffee to Go <a href="http://t.co/VFFa55VROU">http://t.co/VFFa55VROU</a> via @brandingmag - updated 23 seconds ago		zivreichert	17 - Low	Neutral	actions
I'm gonna start putting hash tags before people's names at Starbucks. Example: #alexis's white mocha - updated 37 seconds ago		AlexisDanee	41 - Medium	Neutral	actions
RT @ThatsSarcasm: me: hi may i get a caramel frappuccino starbucks: sure. may i get your name please me: esteban julio ricardo montoya de la rosa ramirez - updated 39 seconds ago		bellamiranda_	40 - Medium	Neutral	actions

Show 5 Showing 1 to 5 of 54,169

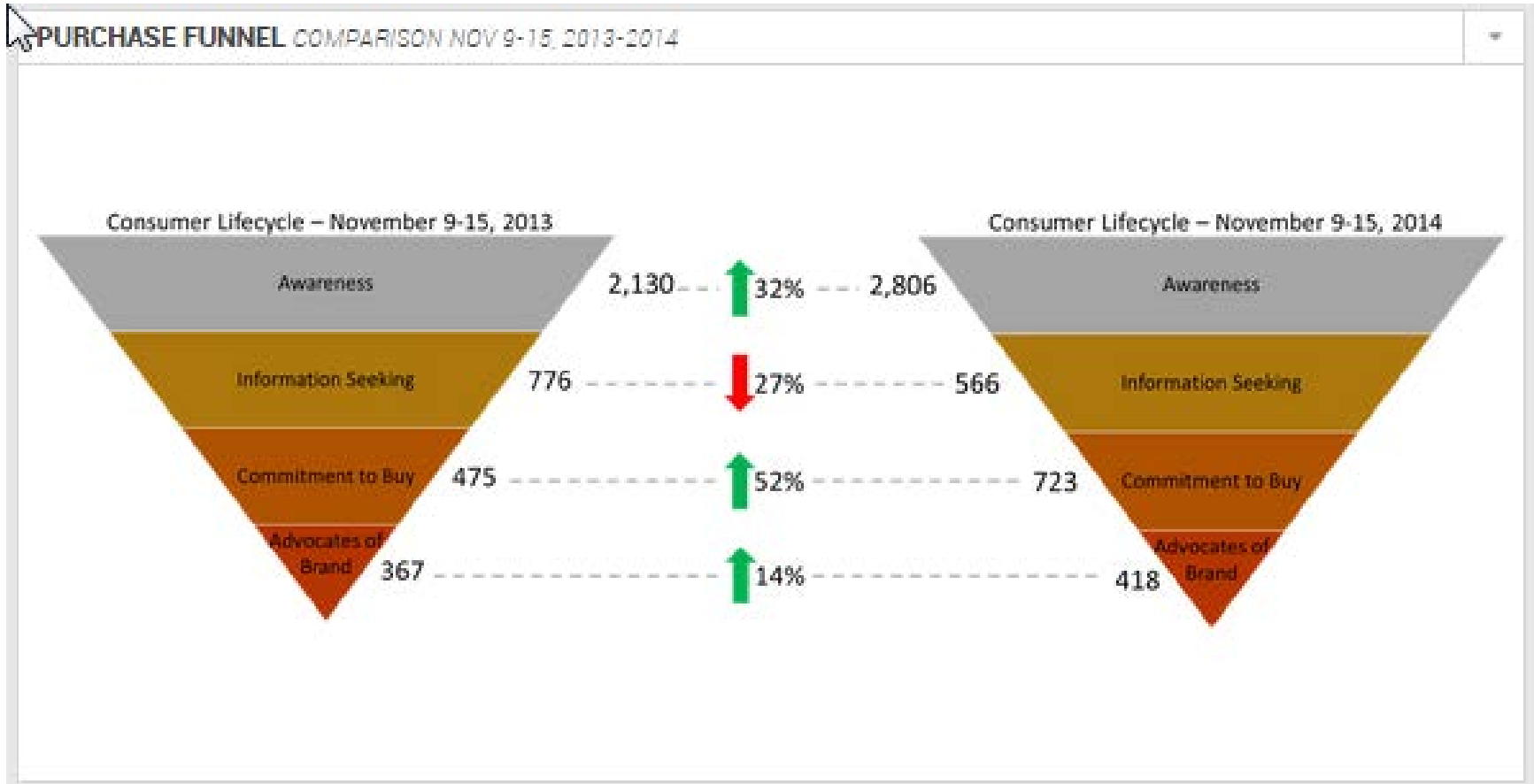
First Prev 1 2 3 4 5 Next Last

---

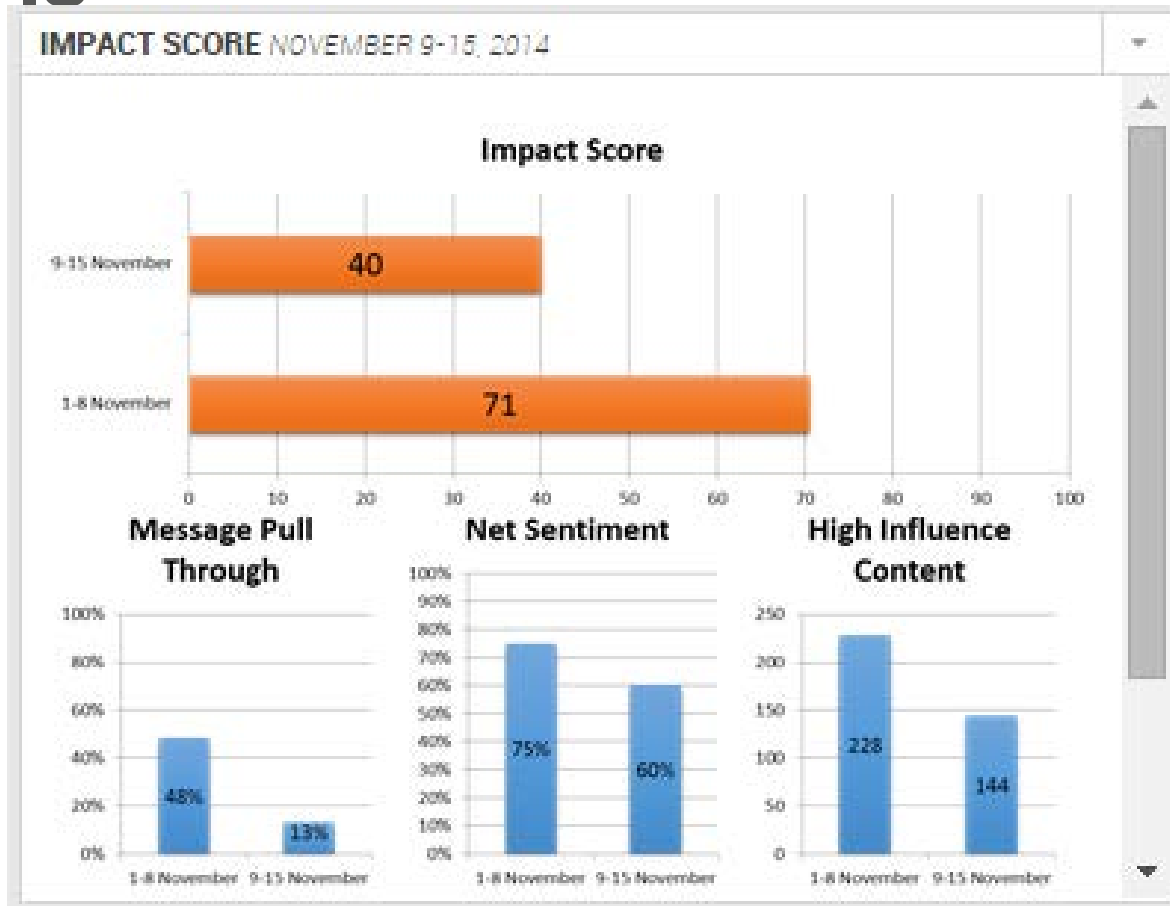
### NEWS



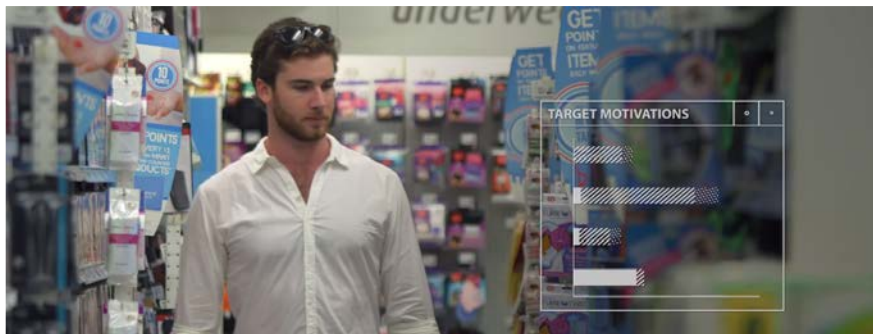
# THE MOST IMPORTANT DASHBOARDS KPIs



# THE MOST IMPORTANT DASHBOARDS KPIs



# THE MOST EFFECTIVE DASHBOARDS



- Specific
- Dynamic
- Focused
- Actionable
- Go beyond data to insights
- Tell a story
- Report regularly
- Fast
- Comprehensive

# How to Create Measurement Dashboards That Communicate PR's Value to Senior Leaders

# THANK YOU

Pauline Draper-Watts

Edelman Berland

O: 312 297 7547

C: 312 545 8684

Pauline.Draper-Watts@EdelmanBerland.com

@PDWatts