

5 Steps to Building a Compelling Annual PR Measurement Report

Creating a report that resonates with senior leadership takes a bit of planning and some perseverance. A good plan of attack and team approach can make the process run smoothly and help you turn out an effective report. Here are some tips to help you along the way:

Demonstrate impact

- Identify parts of your organization's strategic plan or business objectives that PR efforts support.
- Track PR metrics in an integrated way from multiple sources, using a well-established media monitoring service as well as your own internal, homegrown tracking tools.

Improve report from year to year

- Add new statistics or look at subsets of data to highlight new trends and areas of progress.
- Create multiple formats (executive summary, blog post, slides).

Don't reinvent the wheel

- Keep an internal "dashboard" updated to track throughout the year.
- Streamline difficult sections through charts/graphics.
- Keep and update usable parts each year to provide apples-to-apples comparisons.

Get through the first draft

- Determine style and format to replicate throughout.
- Tackle easiest aspects first.

Finish strong

- A good first or second draft makes a final draft quicker and easier to turn around.

Source: PR News Measurement Guidebook Vol. 8