

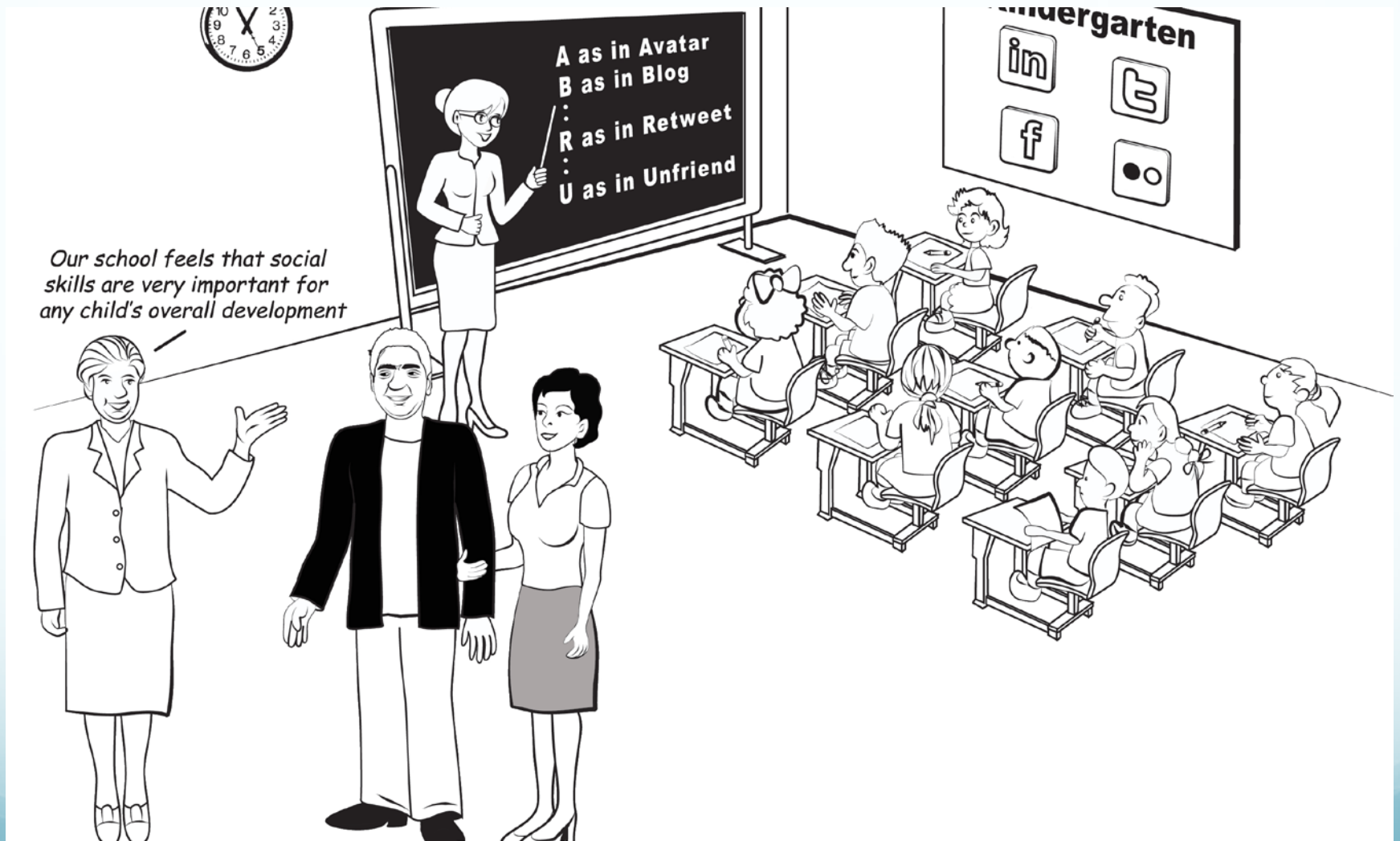
# PR News Boot Camp

## *“How to Tie Social Media to Business Outcomes”*

December 10, 2014

National Press Club

# Social Media is an Basic Skill....



# ...tying it to business objectives is not

## Agenda

- Overview –
  - Connecting SM to business objectives
- Speaker #2:
  - Dani– Client Perspective and Expectations
- Speaker #3
  - Trevor– Non Profit Perspective
- Q&A and discussion

# Overview

- Connecting social media efforts to business goals is key to making PR efforts meaningful
  - Supports budget requests, demonstrates ROI and elevates the PR/marketing communications function
- Major SM platforms include basic analytics for measuring outcomes (e.g. Google Analytics)
  - More sophisticated services available as well
- Key – bake key objectives in from the outset and measure progress routinely

# Setting Objectives

- Objectives must be viable and measurable
  - E.g. not just “creating buzz” or “getting media hits”
- Begin with identifying what you want consumers/stakeholders to do
  - Purchase: measure sales increases; Donate: track incoming funds; Support: register on site, download materials, vote or sign petition.
- Objectives must reflect the desired outcome and be measurable

# Set your Strategy

- Strategy comes after objectives, but before tactics
- Consider a SWOT analysis, primary and/or secondary research to get your benchmarks
- Identify Key Performance Indicators (KPIs)
- Measure how you are doing against your KPIs
  - Can be downloads, opt ins, business leads or positive media coverage in target publications

# Sample Tactics to Leverage SM activity

- Media coverage in target publications
  - Capture link and repurpose via tweets, reprints, postings.
  - Measure tone and prominence, visibility of key messages, presence of peers etc.
- Use registration widgets to get shareable content – white papers, petitions, videos, demos of products etc.
  - Track the opt ins and registrations to see if sales or other desired outcome occurs

# Tactics

- Conduct short (2 or 3 questions) surveys to sample site visitors opinions or reaction to content/site
  - e.g. Was this useful to you? What else would you like to see here? Demographics of visitors
- Update and adjust messages accordingly
  - give credit to users for the improvements
- Share insights and brief management/clients on what you are hearing/learning
- Adjust metrics as required to fine tune



# Summary

- Connecting to business objectives is critical to clients/management and helpful to you
- Most platforms offer basic measurement widgets – learn then and take advantage
- Do your research and set your own objectives
  - Make sure they are quantitative as well as qualitative
- Keep the desired behavior of visitors/readers in mind and make it easy for them to do it
- Measure, report and adjust –
  - neither SM or business objectives are static!

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