

PR News

Media Relations
Next Practices Conference

December 11, 2014

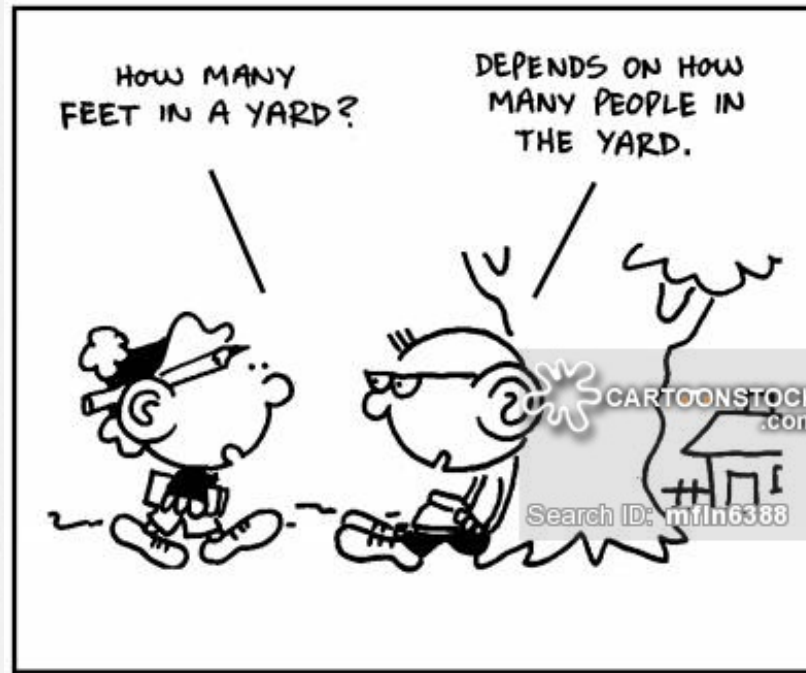
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Agenda

- o Overview comments – *LJP*
- o Quantitative Outcomes/Performance Scorecards – *Barry*
- o Goals for a Media Relations program – *Kathy*
- o Presenting media relations data to Senior Management – *Diane*
- o Q&A and Discussion

Success in Measuring Media Relations...

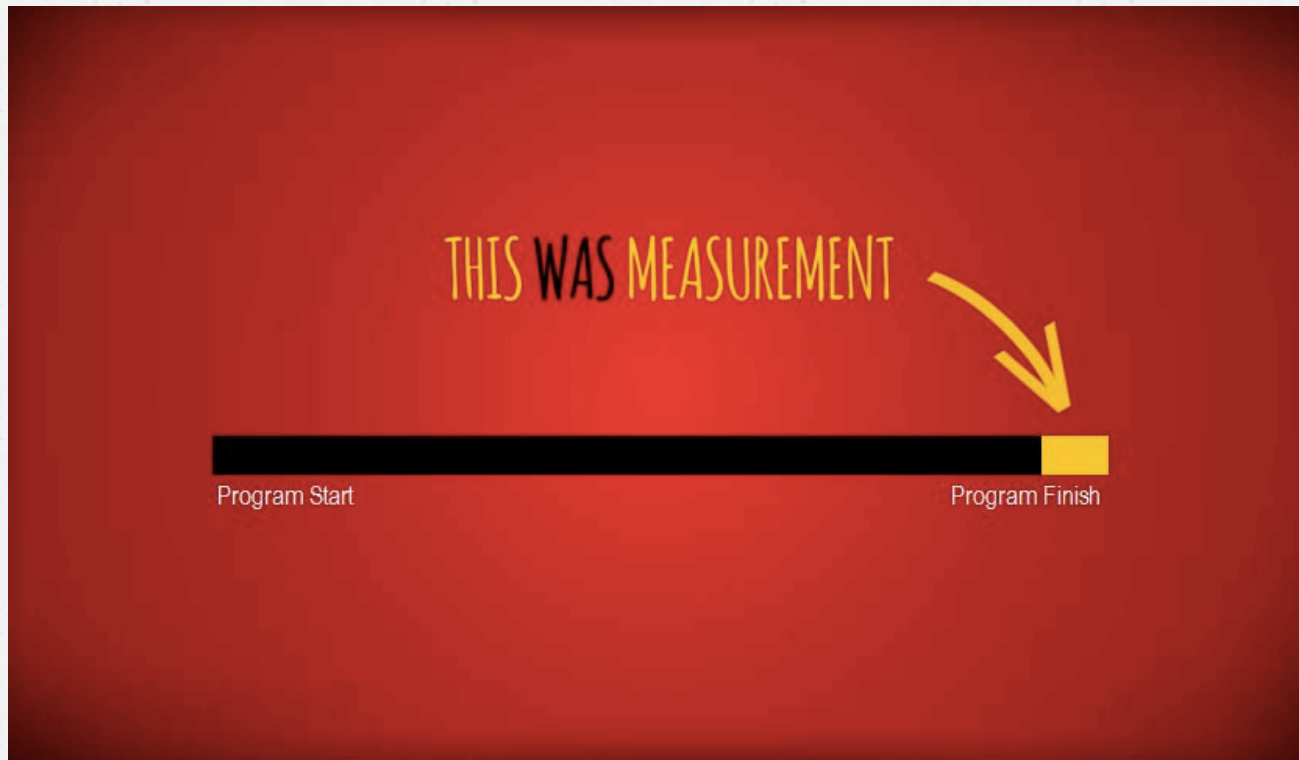


... begins by asking the right questions
to the right people..

- o Media relations objectives must connect to the business objectives
 - o Consult with management or client first
 - o Attach them to PR strategy and tactics
- o Need to translate easily – avoid jargon and shortcuts
 - o Make sure the “customer” can see the connection

Evolution of Measurement

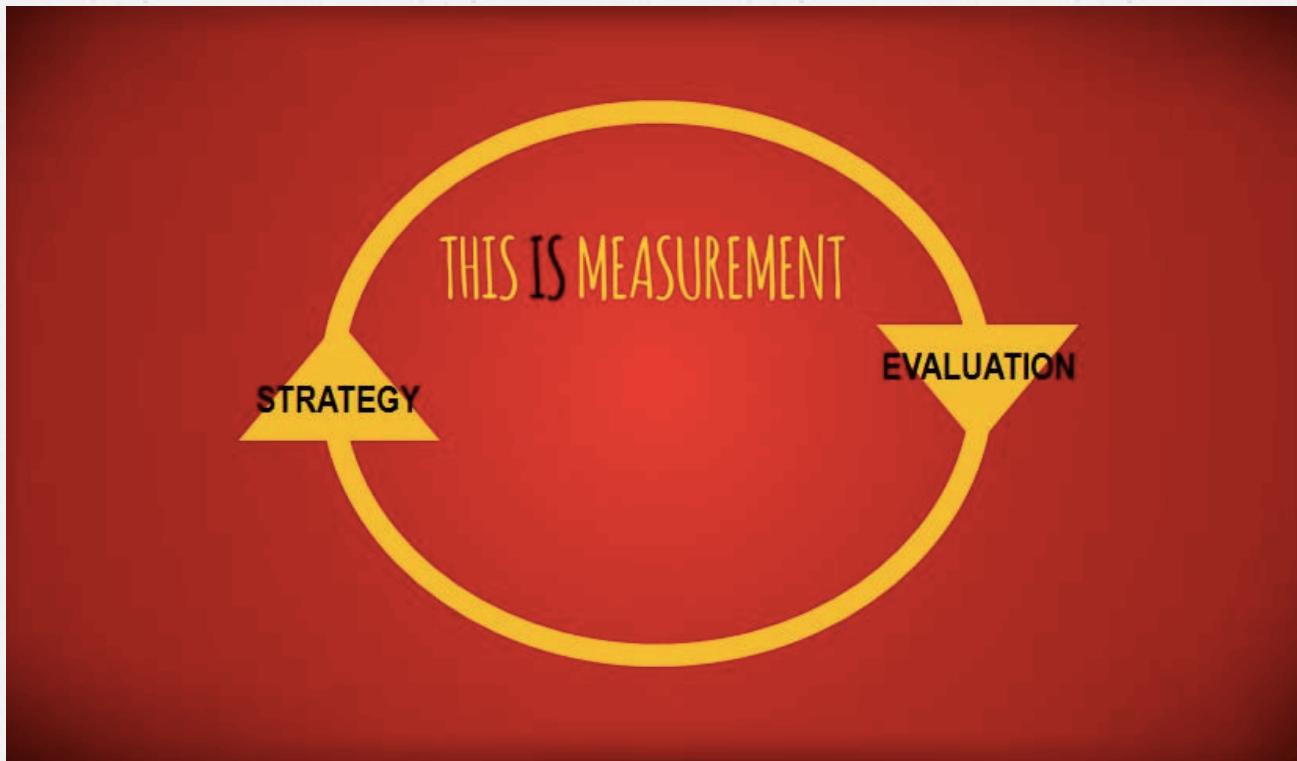
(source: *Institute for PR*)



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Evolution of Measurement (www.instituteforpr.org)



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Developing PR metrics

- o Must be realistic and achievable AND relevant to the business
 - o Example #1 : Place 20 articles in top tier media publications vs. “Generate buzz through coverage in the media”
 - o Example #2 : Increase membership (or donations) amongst prospects who are 25-35 years old vs. “increase membership”
 - o Example #3 : Boost on line sales by X% through targeted social media efforts vs. “support sales growth”

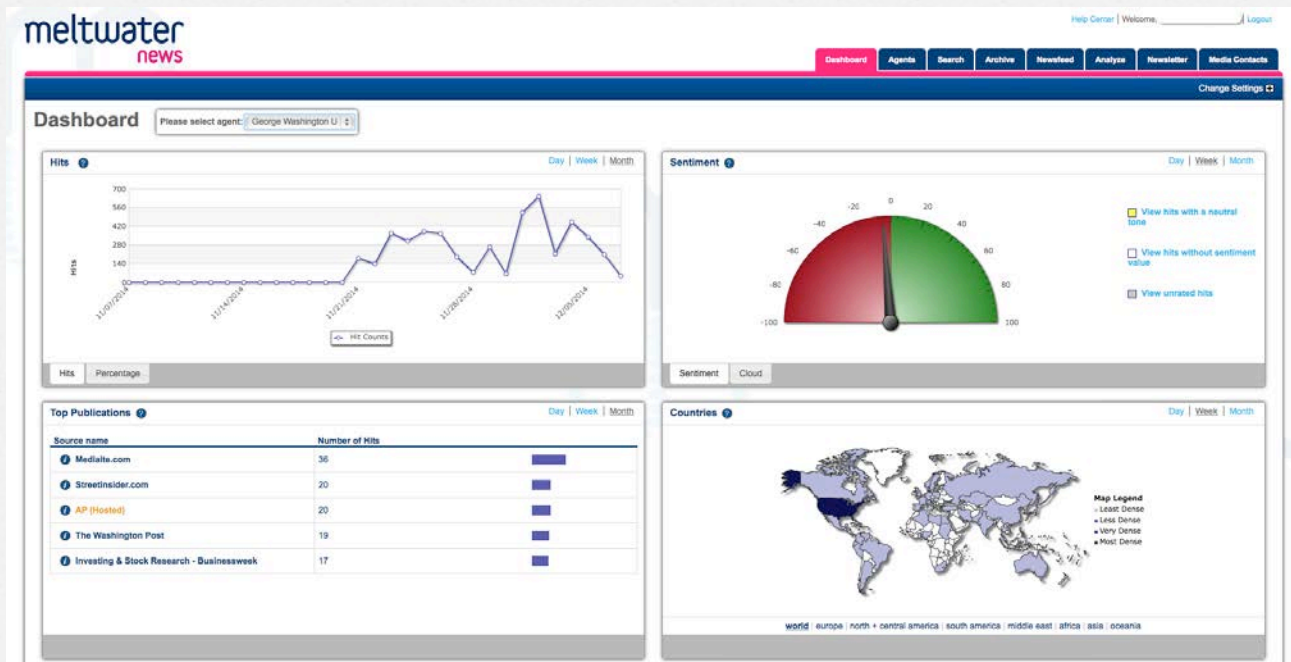
PR Metrics

- o Must be flexible and adaptable –
 - o able to adjust to market developments or competitive activity
 - o Able to be communicated readily to all internal stakeholders
 - o Easily leveraged to create action items –
 - o e.g. more thought leadership pieces, because research tells us that they generate a better response than news releases

PR Metrics

- o Must lend themselves to easy reporting
 - o Benchmark starting point – e.g. awareness, sales, membership or donations
 - o Set specific short and long term milestones and measure progress towards them
- o Develop **dashboard** or other easy to read device to illustrate progress
- o *Samples to follow...*

Sample Media Dashboards

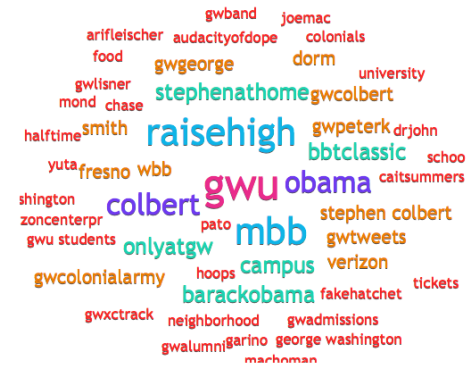


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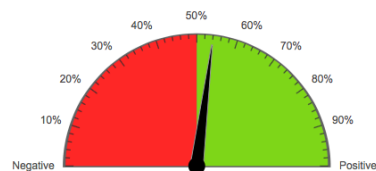
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Social Media Monitoring Dashboard

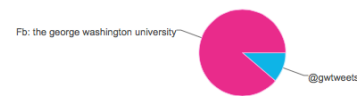
Conversation Cloud



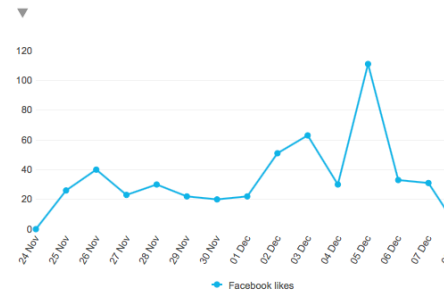
Conversation Sentiment



Engagement by Channel



Community Net Growth



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Takeaways:

Guidelines to PR measurement (*IPR*)

- o Before you do anything, define what success looks like.
- o Set measurable targets that prove you are achieving your goals
- o Test messaging and approach in advance of the campaign and adjust plans accordingly.
- o Establish a media analysis framework and consistent measurement template
 - o Dashboards and reporting are key

Key Takeaways

- o Measure holistically, year over year – not just campaign to campaign or initiative to initiative.
- o Tip: Refer to available resources and [adopt Industry Standards](#)
- o Here are some great resources to check out: [Dictionary for PR Research and Measurement](#) (Institute for Public Relations) and [#SMMStandards](#) (www.instituteforpr.org)

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