



# Dashboards That Communicate PR's Business Value

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#PowerOfPR



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# That which is manageable is measured

~40 metrics X 2 people = >:-O

16 metrics X 2 people = ;-)

total #, particular topics, comments from DOJ (total #, particular topics), #/% converted to new product/webinars: total #, average attendance @ each webinar, MA/Regional breakdown/topics (reduction of duplication), usage site total, each event -> recording views, multimedia % and usage stats, comments/ratings  
 DOJ/SME lists (IdeaLab, FAQs): % of FAQ cat's. w/ POC/SME, usage/search stats re: indiv. POCs/SMEs, (report cards?)  
 Sharing function?: # times shared  
 IdeaLab engagement (both ELT engagement and employees)  
 message repetition: 1 repetition per product/effort (comments in blogs and IdeaLab, town halls)  
 message (LB, IdeaLab) and engagement (comments, ideas, etc.):

- \*LB use: # per month, % of ELT involvement, engagement index, multimedia readership increase -> Highlight videos ELT publishes/visitors, T.O.S. (time on site), referral report (email, @the Core, other), links followed, subscribers
- \*Memos & News: % IC Team involvement, % in GS-Ann. acct/newsletter, % comment response
- Weekly Message: open rate
- \*@the Core: links followed -> patterns, search terms, T.O.S., A-Z activity
- IdeaLab engagement: # of ideas reviewed, % acted on (status [includes started], comments, related to priorities in our communications), % completed ideas/forums (implemented and declined) and the timeline of this, employee active campaigns (ideas, comments)
- \*"Submit Leadership Your Feedback": time to address, right SMEs (ability/willingness to address issues), conversion to other products/solutions

attendance (town halls, workshops): \*pre/post polls (including % of attendees compared to respondents), \*intra. memo/info readership and links followed to other resources, etc., \*comments in blog announc., email quest/comment submissions, IdeaLab activity, attendance (#, %, representation), \*post-event message-related comment subjects/tones, topics (represent ELT interests)  
 polls: 1 organizational poll per month, % in all-employee communication, % respondents, referral report (email, @the Core), % ELT identifying/reviewing/acting on  
 BPTW: improvement in comm.-related issues, improvement in leadership-related issues, ranking (+ relative) in BPTW  
 inter engagement: % of msgs/issues addressed at Center THs/WSS, #/% of Center attendance at Bureau-wide THs, #/% usage IdeaLab forum/activity, \*Highlight videos, \*@the Core Center content reflecting ELT messages  
 workplace/Customer Service  
 IdeaLab: time to address/add status/start or close (will establish a set time frame), right SMEs (ability/willingness to address issues)

workshops/town halls: \*questions resolved outside of event (compare q's @ event to material/Q&A before or after), resolution times (time to address, SMEs, etc. - similar to the IdeaLab metrics establ. above), IdeaLab engagement, FAQs (speed/ded/updated)  
 memo communications: speed of process from dev. to deliv., av. time from receipt of info to deliv. of memo, comparison to other products/solutions  
 external FAQs: Awareness (polling/usage/SMEs), pos./neg. comments, high low use  
 web presence (office, Centers): # of aberrant/compliant sites, # of % of repetitive Bureau resources  
 internal comments: time to address, right SMEs (ability/willingness to address issues), conversion to other products/solutions

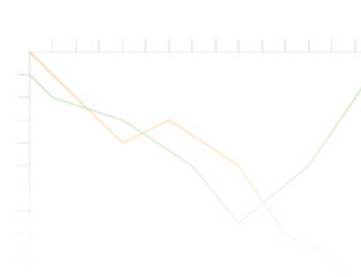
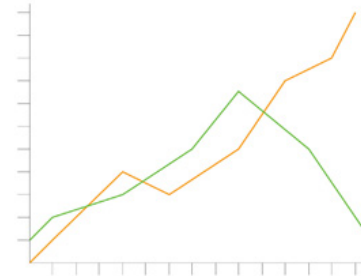


# Context is everything

- Storytelling
- Stats/feedback vs. truth
- Cultural factors
- Functional factors

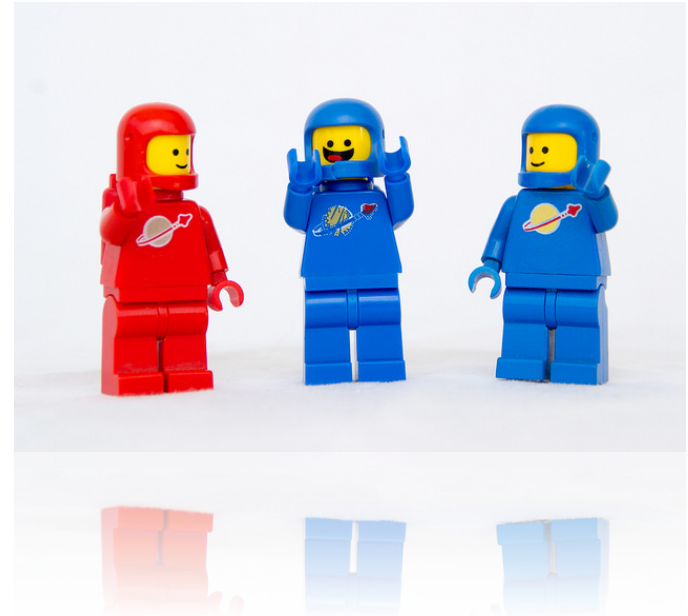


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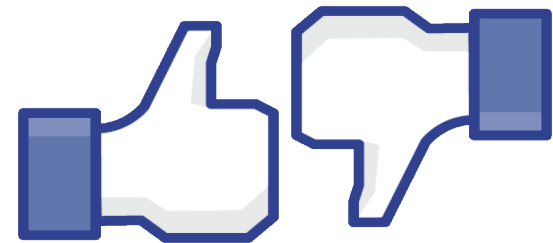
# Connecting the pieces

- Across platforms/business units
- Over time
- Between qualitative and quantitative measurement
- Painting a picture vs. micromanaging your measurement
- Creating a vehicle



# Help your execs/organization respond

- Clear statements connected to measurement
- Insight on specific audiences
- Reasonable expectations at both ends of the transaction



# Tweetable Take-Away

Business goals->comm. goals->framework->sell the boss->  
victory — @webershandwick @queenofmetrics @daveahebert  
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