

# How to Measure Media Coverage and Tie It to Organizational Goals

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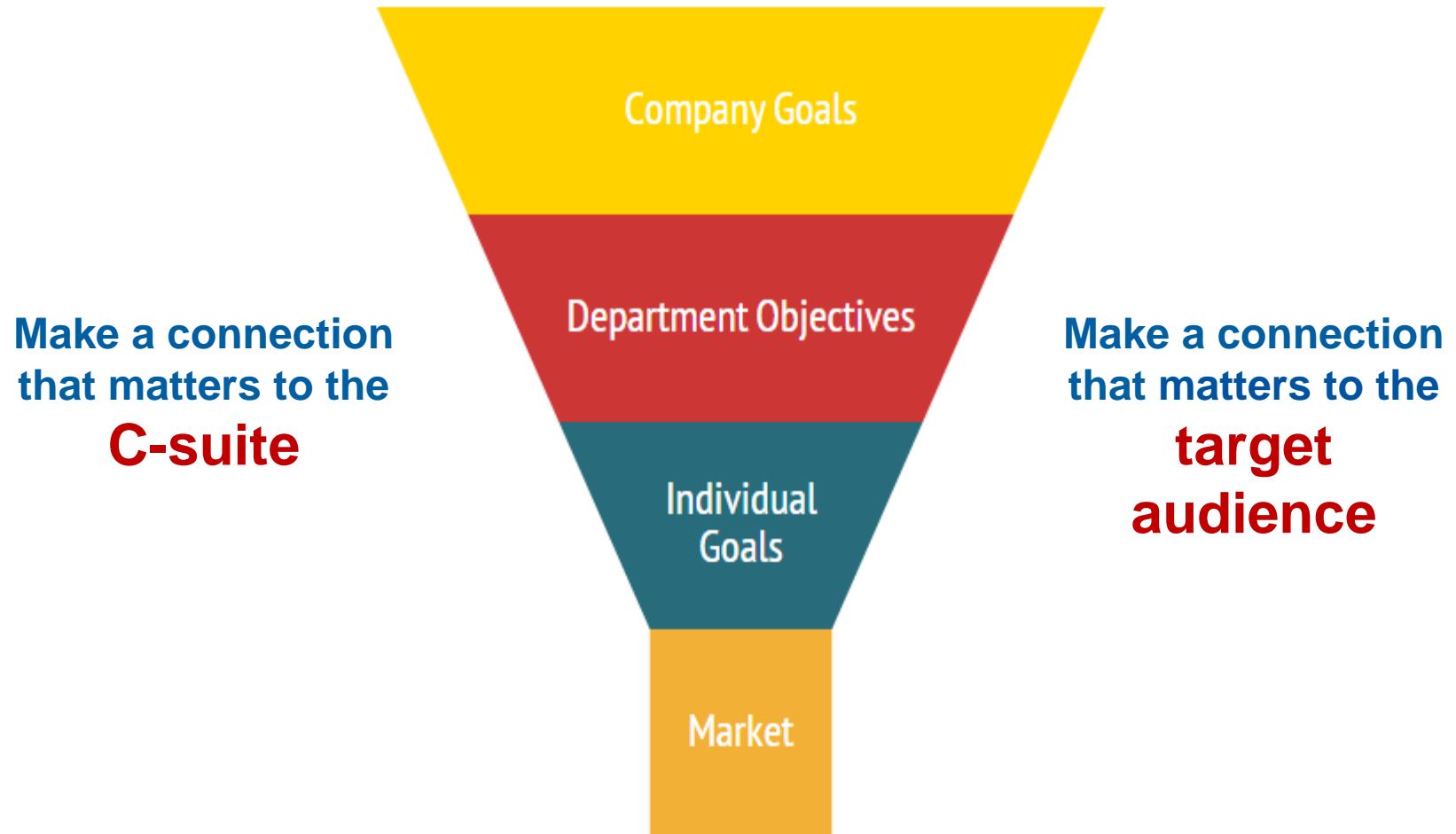
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# Understand Your Company/Client Goals





# Determine the Benchmark and Define Your Communications Objectives

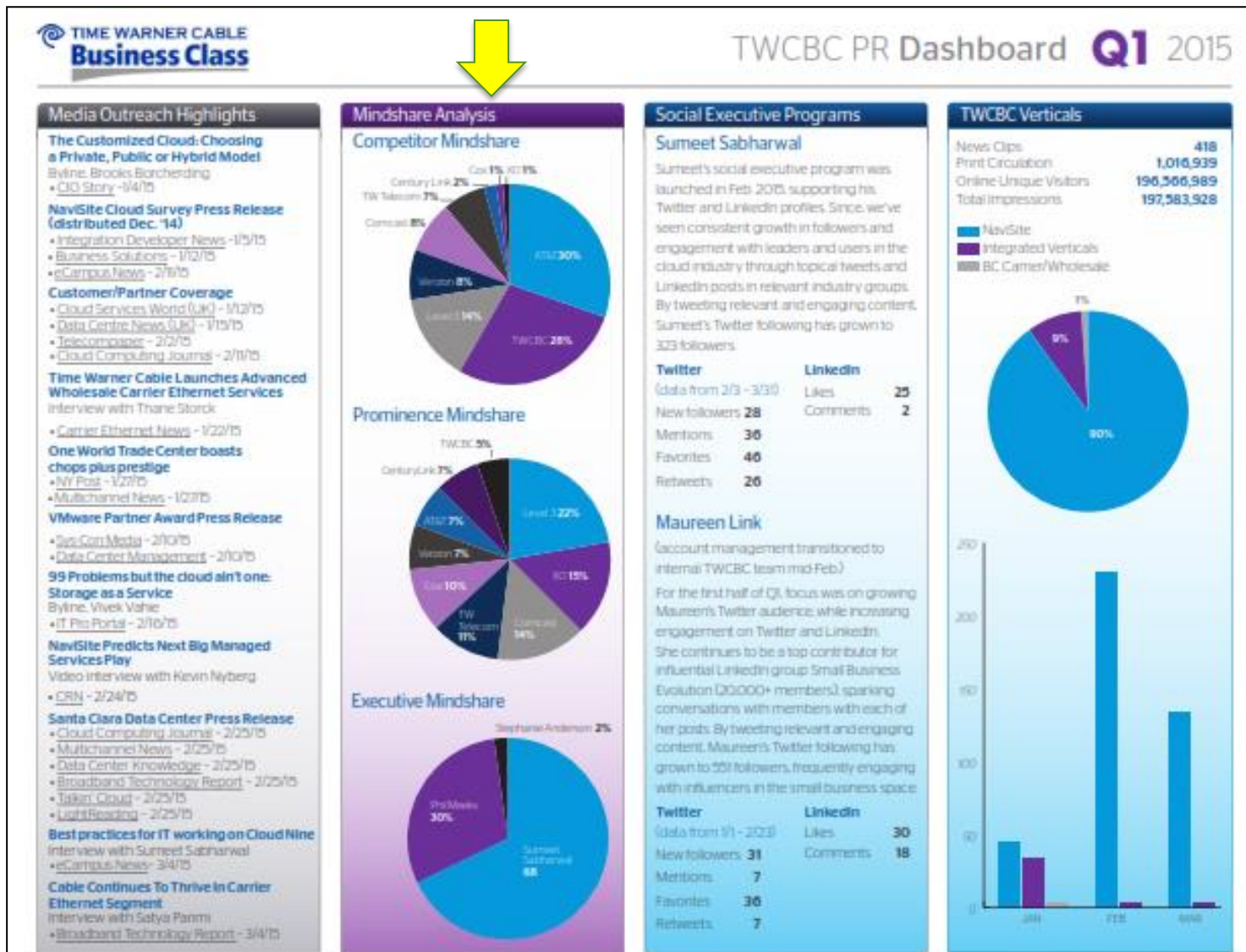


Select and tell the highest leverage, most brand defining stories <small>TWC's resurgent strength, including, TWC Maxx, Competitive/Operational Prowess, Customer Service Enhancements, Product Launches, Business and Media Services, Sportsnet LA</small>	2014 Total	2015 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2015 Total	% to Goal
Secure 8 stories featuring a TWC leader (VP and above)		8		1	1			2	1		3				8	100.0%
Produce an average of 25 press releases per month	424	300	15	24	29	24	28	25							145	48.3%
Customer Focused			9	17	23	13	13	14							89	
Employment			4	5	4	7	12	7							39	
Other (Financial/Investor, Government/Regulatory, etc)			2	2	2	4	3	4							17	
Average 10 media interviews/briefings per month	315	120	17	8	27	21	43	8							124	103.3%
Interviews	272		16	8	27	20	40	6							117	
Media Briefings	43		1	0	0	1	3	2							7	
Achieve 2.2 million views across platforms	4,001,147	2,200,000			740,370			428,266							1,168,636	53.1%
Untangled page views	814,666	1,000,000			180,613			160,859							341,472	34.1%
Untangled posts	198	200			31	10	18	14							73	36.5%
Maintain above industry average engagement of :30 time spent		0:30			1:03			1:06							1:04	215.0%
YouTube Views	463,163	500,000			4,682			17,519							22,201	
Videos posted	102				14			14							28	
TWC Conversations Page Views - disabled 6/19/15	91,101		5,938	4,619	5,830	4,756	5,439	3,420							30,002	
Draw 50 Nonprofits/Small Businesses to Cyber Resiliency Events	2,250,834				496,928			184,520							681,448	
CMM total site views	381,383				41,760			51,753							93,513	
<b>Leverage our employees to demonstrate our expertise and humanize the brand</b>	<b>2014 Total</b>	<b>2015 Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>2015 Total</b>	<b>% to Goal</b>
Drive team effectiveness to support effort to meet or exceed company financial goals																
Internal Events Team Cost Savings	\$1.1 M	\$1.1 M	\$96,170	(\$14,306)	\$74,789										\$156,653	14.2%
Content Team Production Value	\$1.9 M	\$1.5 M			\$659,000			\$672,000							\$1,331,000	88.7%
Contract Revenue from Community Partner Referrals	\$295,633				\$1,000			\$2,000							\$3,000	
Gain 2 Business Class Clients from Cyber Resiliency Events		2														
Draw 50 Nonprofits/Small Businesses to Cyber Resiliency Events		50														
External Speaking Engagements to support TWC business	118	80			27			26							53	66.3%
Senior Management Speaking Engagements	47	15			5			8							13	86.7%

Develop a method for tracking your teams objectives with  
**measurable** and **reasonable**  
metrics.



# Prominence within the Coverage





# Total Impact of Coverage & Activity vs. Coverage





# Outputs vs. Outcomes (Using the PESO model)

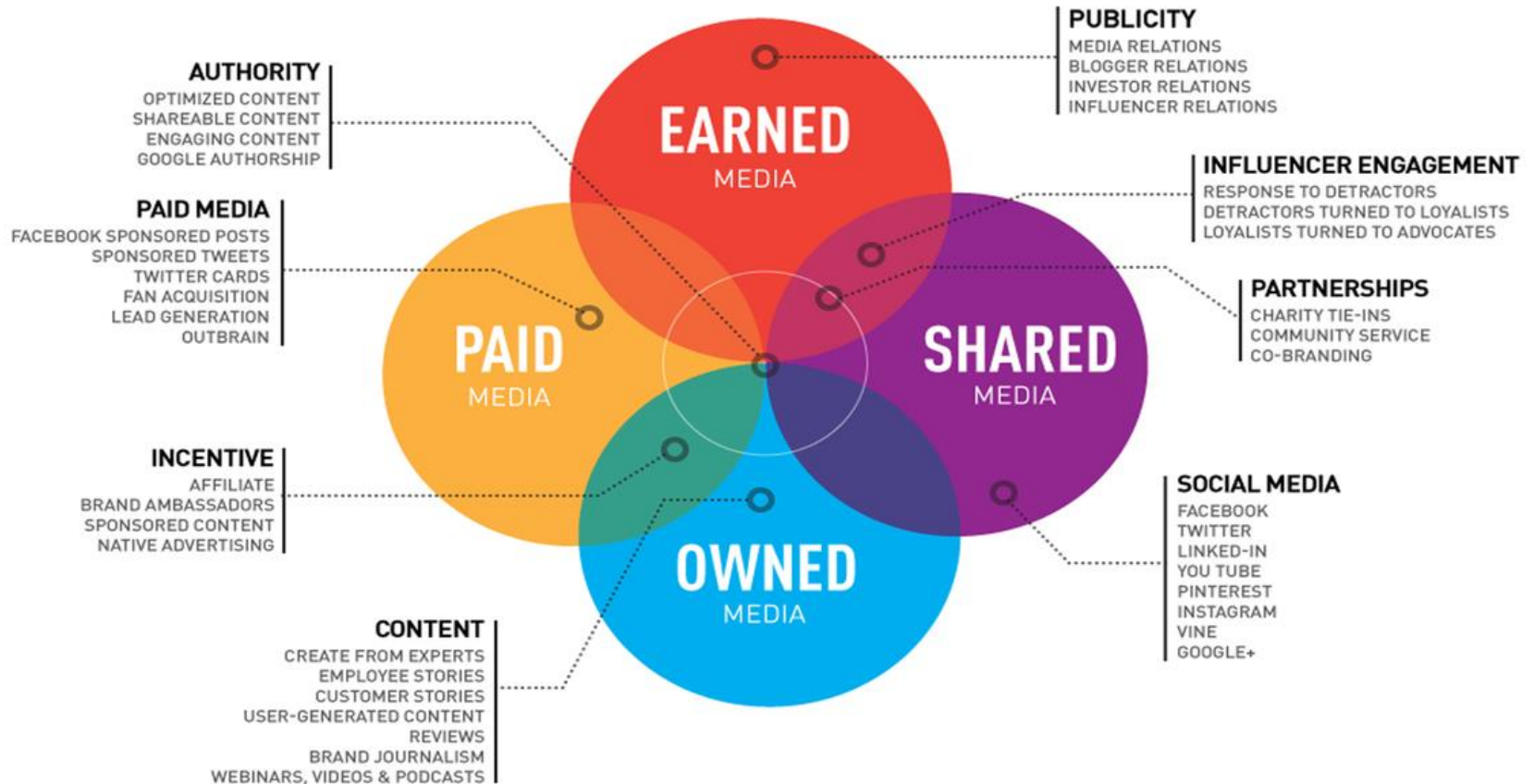
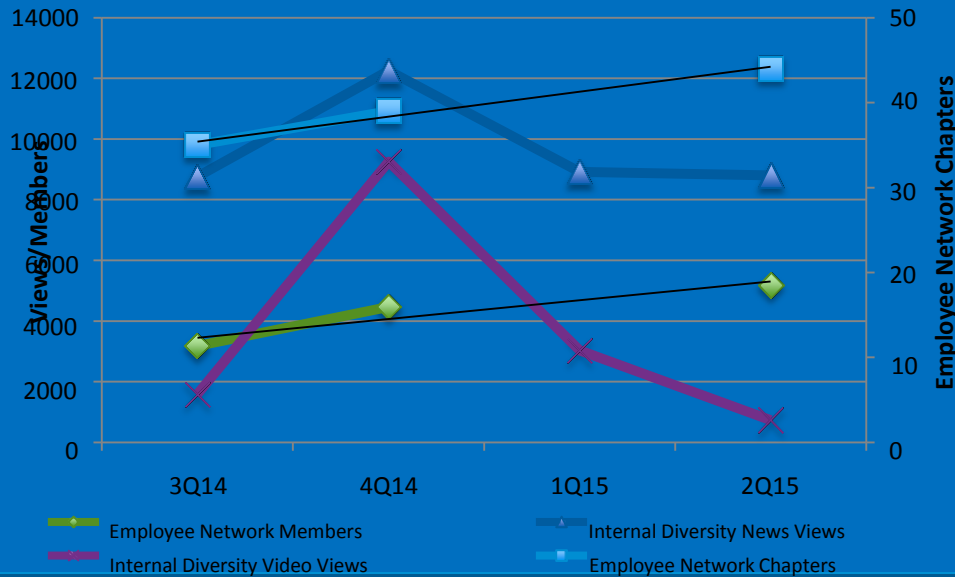


Image: [Gini Dietrich](#). Dietrich is a leading voice for the PR industry, and author of [Spin Sucks](#).

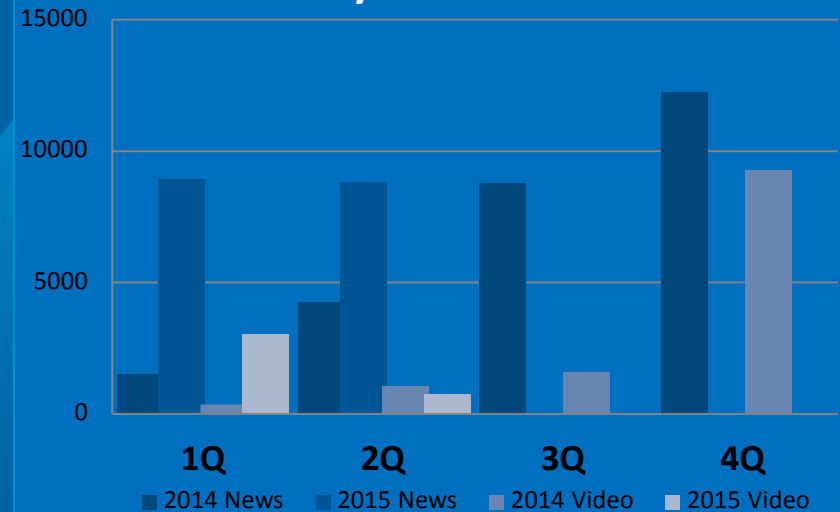
# Q2 2015 Making Connections that Matter

## TWC Connecting to Diversity and Inclusion

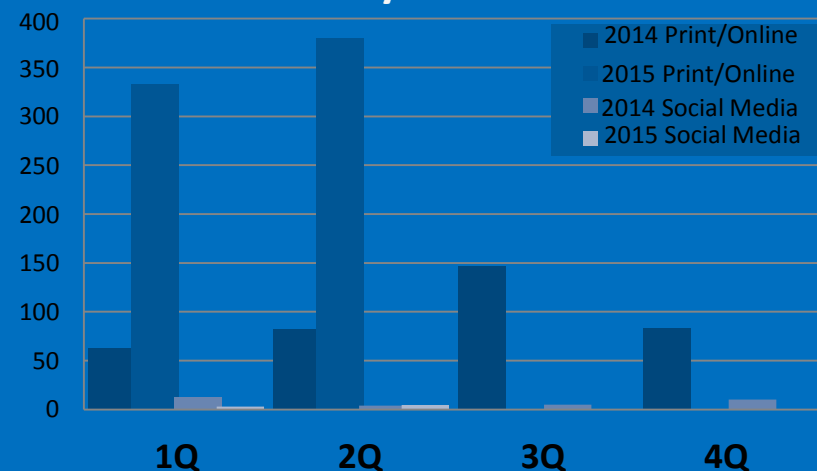
### D&I Comms & Employee Networks



### Diversity on Channel You



### Diversity in Media



Diversity on Channel You	1Q	2Q	3Q	4Q	Total
2014 News Views	1,512	4,250	8,762	12,254	26,778
2015 News Views	8,919	8,806			17,725
2014 Video Views	349	1,033	1,581	9,254	12,217
2015 Video Views	3,025	730			3,755
YOY Change - News	490%	107%			
YOY Change - Video	767%	-29%			

Diversity External Media	1Q	2Q	3Q	4Q	Total
2014 Print & Online (impressions in millions)	63	82	147	83	375
2015 Print & Online (impressions in millions)	333	380			713
2014 Social Media (reach in millions)	13	4	5	10	32
2015 Social Media (reach in millions)	3	5			8
YOY change - Print & Online	429%	364%			
YOY change - Social Media	-77%	15%			



# Tie Results & Success to Company/Client Goals







# Key Takeaways

## 1. Measurement from the beginning is the best plan.

Decide what is important to measure and use at least 3-4 key metrics. If you overcomplicate the process, you will just have lots of data. Use your time wisely to create meaningful measurement of your work.

## 2. Track your progress toward each goal.

If you track, then you can trend. Knowing if you are “on track” is good. However, if you are trending ahead or behind, use this intelligence to reallocate resources to a given project or program.

## 3. Track the right data.

Tracking the right data is an evolution that comes from starting with output and working toward behavioral change. The “right data” will become evident when you are able to compare results historically or as a trend over time.

## 4. Tell your story with an integrated approach.

Connect the information to the company goals so that your executive leadership can see the complete picture. Showcase your data as a collaborative effort, across multiple functioning areas.

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