



# Measuring and Tying Media Coverage to Organizational Goals

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Chris Scully

Senior Media Intelligence Analyst

LexisNexis



## A Basic Approach:

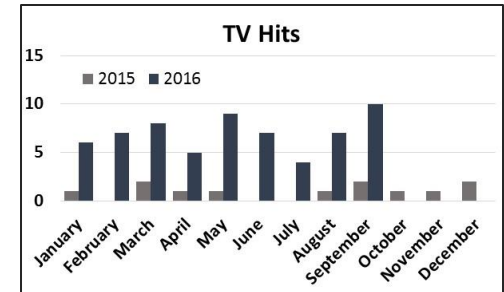
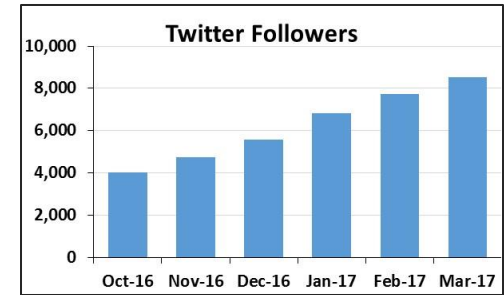
- Craft your PR strategies and tactics to support your organization's overall objectives.
- Set SMART goals in relation to these strategies and tactics.
- Track your progress in achieving these goals.
- If possible, track your organization's overall results – especially those you're working to support – to see if you may be affecting progress.





## A Basic Approach

- A basic approach provides you with hard data demonstrating how your efforts are contributing to organizational goals. Examples could be:
  - *“To improve brand awareness, we instituted a Twitter campaign to double our followers in 6 months. We went from 4,000 in October 2016 to 8,500 in March 2017.”*
  - *“To increase sales, we sought to place at least 5 stories per month on local TV after averaging only 1 per month last year. Through 9 months, we have averaged 7 stories per month. This has coincided with a 4 percent increase in sales year-to-date”.*





# Linking Media Performance to Organizational Results

## A More Advanced Approach:

- Follow the basic approach steps, but add a layer.
- Determine if any strong statistical correlations exist between changes over time in your media performance and organizational goals.





# A Primer on Statistical Correlations



# Statistical Correlations

- **Positive Correlation** ( $R$  Value = 0.01 → 1.0)

- Variables *move in tandem*
- Positive Correlation Examples:
  1. Height and Weight
  2. Age and Mortality Rate



- **Negative Correlation** ( $R$  Value = -0.01 → -1.0)

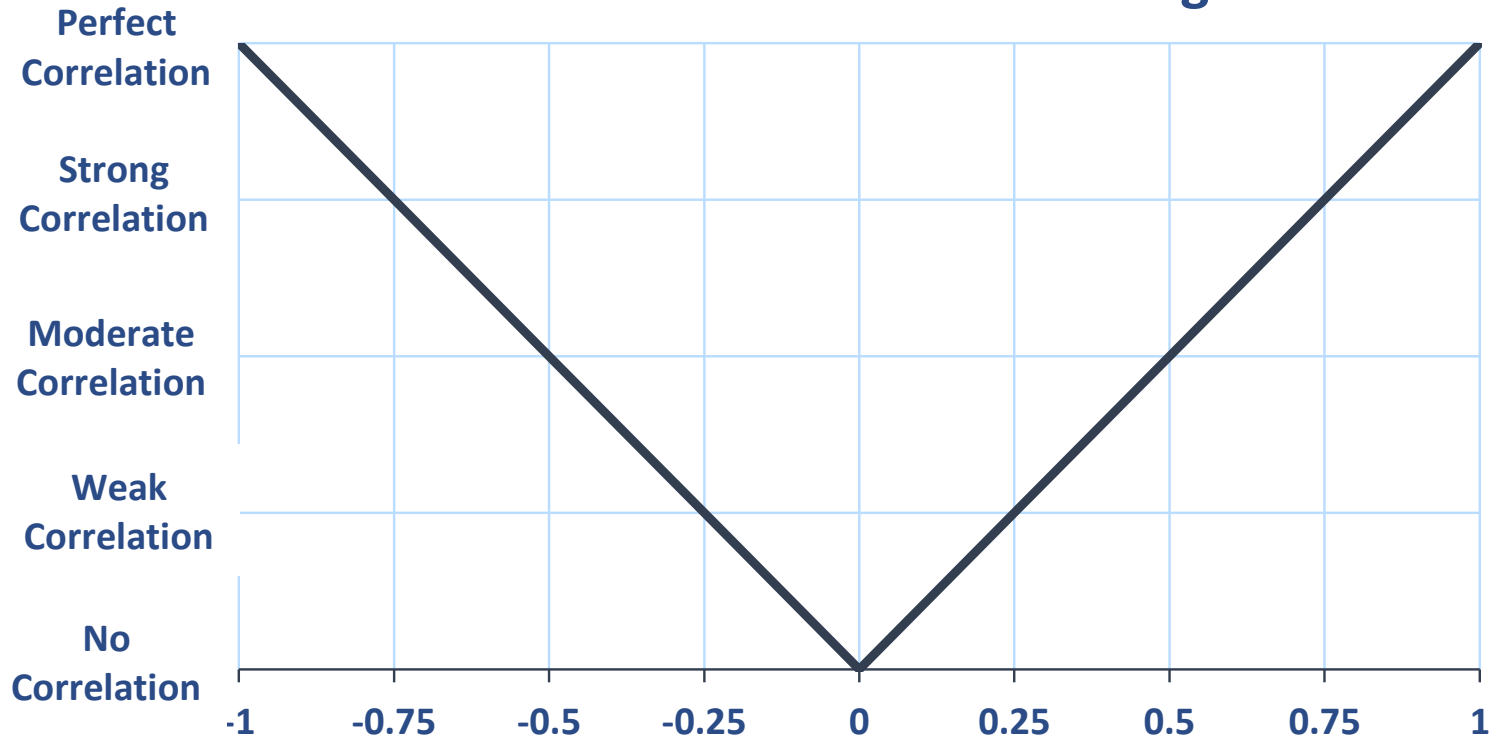
- Variables *move in opposite directions*
- Negative Correlation Examples:
  1. Amount of Exercise and Body Fat
  2. Standardized Math Scores & Distance from Canadian Border





# Interpreting Statistical Correlations

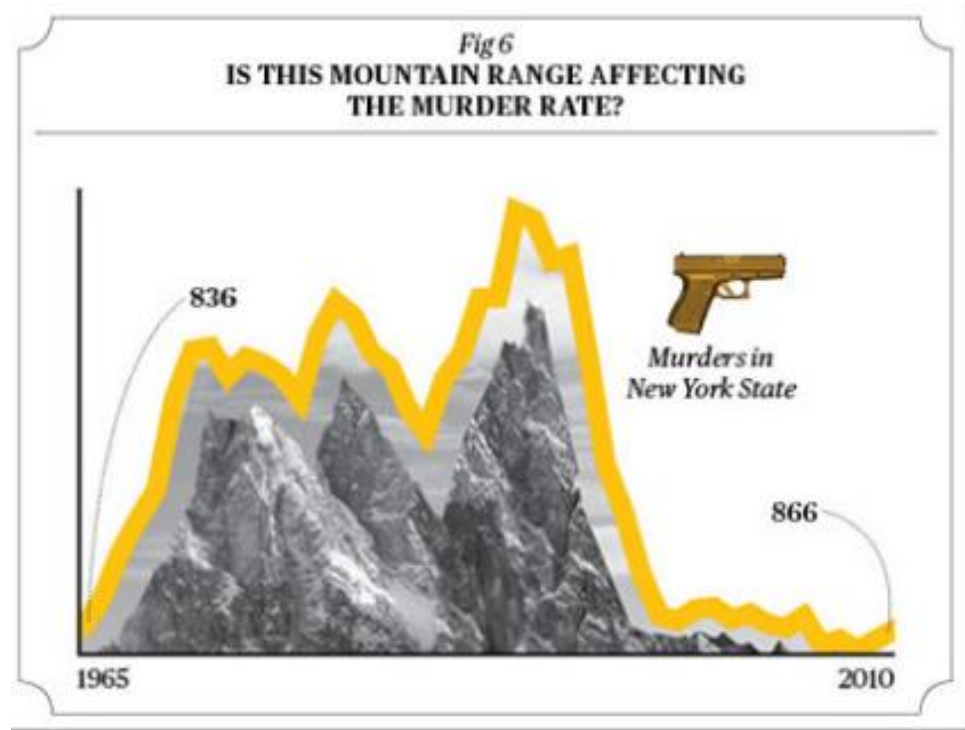
## R Values and their Meaning





# Understanding Statistical Correlations

- A strong Correlations does not necessarily mean a Cause and Effect Relationship exists
  - Strong correlations can occur through chance and randomness
- The longer a strong correlation exists, the less likely it is occurring by chance







# Case Study:

Do Strong Correlations Exist  
between President Trump's Media  
Performance and Public Approval  
Ratings?



# President Trump Case Study

President Trump seeks to maximize his public approval as a means to further his goals and objectives. Strong public approval:

- ✓ Empowers his agenda
- ✓ Enhances his sway with Congress
- ✓ Improves his standing with foreign allies and adversaries



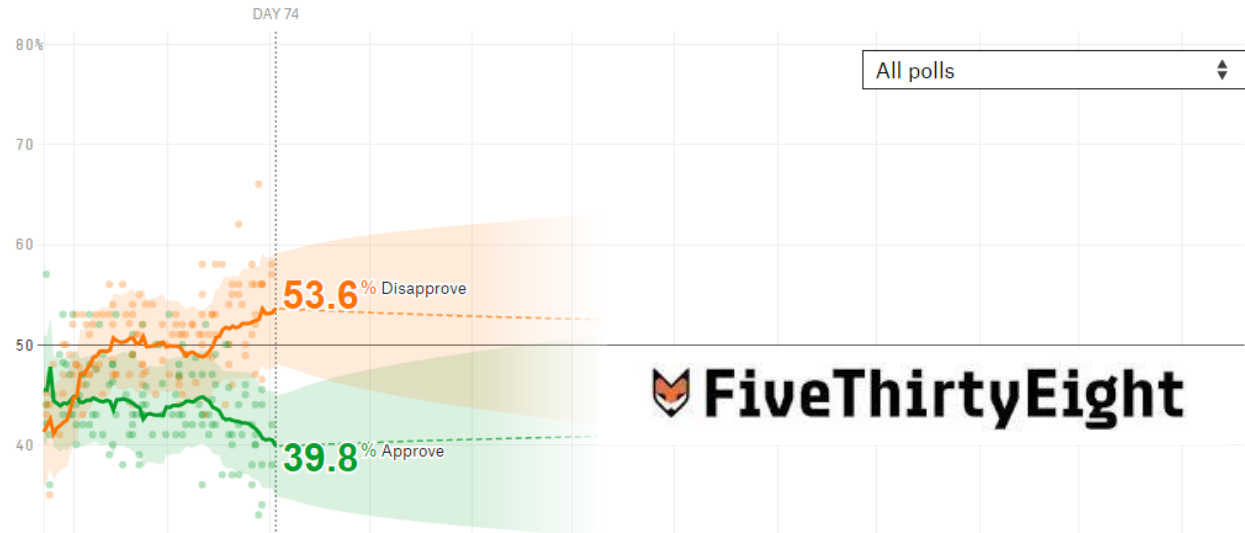


# President Trump Case Study

## How popular is Donald Trump?

An updating calculation of the president's approval rating, accounting for each poll's quality, recency, sample size and partisan lean. [How this works »](#)

*FiveThirtyEight.com* compiles survey results and uses them to estimate President Trump's overall public approval & disapproval ratings on a daily basis.





# President Trump Case Study

Since January, I have tracked President Trump's performance in the country's most influential media by:

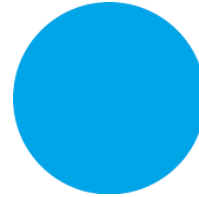
- Daily Story Volume
- Coverage Sentiment





# President Trump Case Study

## Examples of Media Tracked



USA  
TODAY™



The  
New York  
Times



The  
Washington  
Post

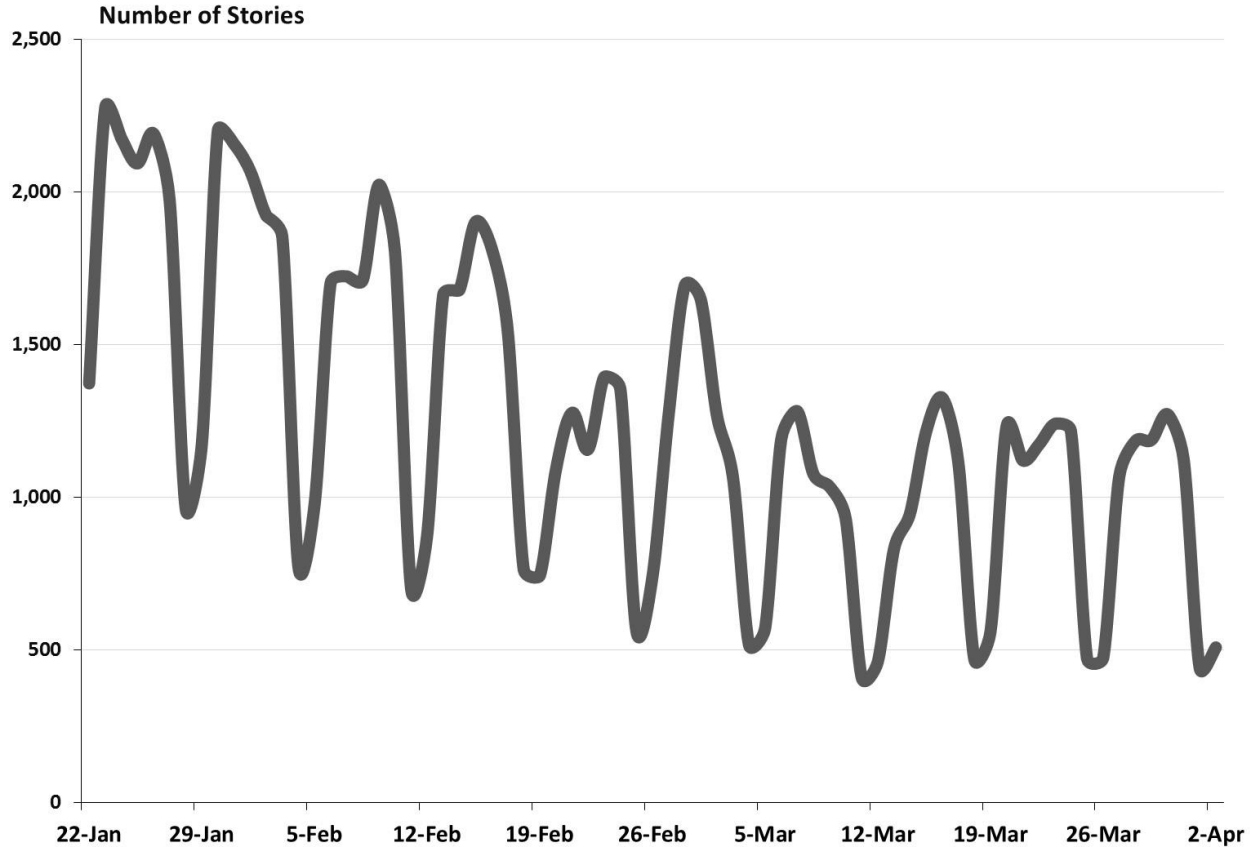


FORTUNE





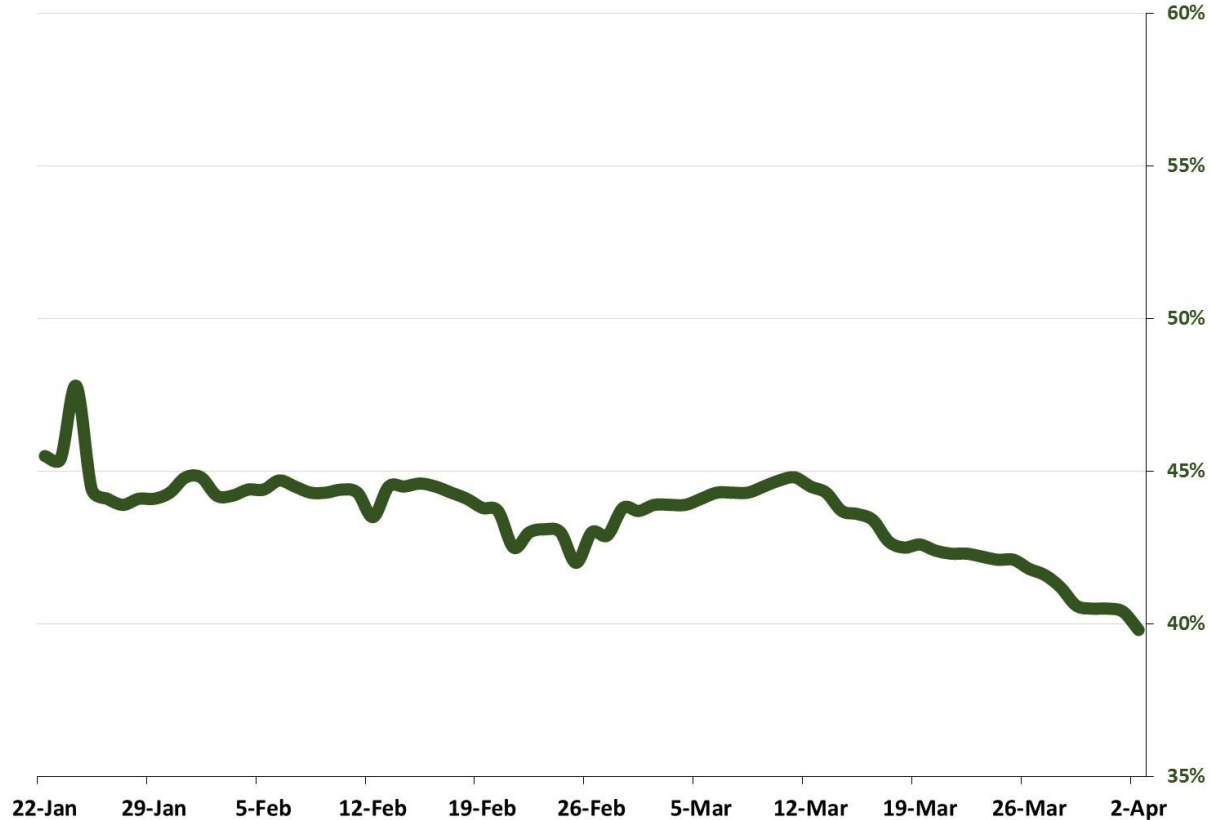
# President Trump Case Study





# President Trump Case Study

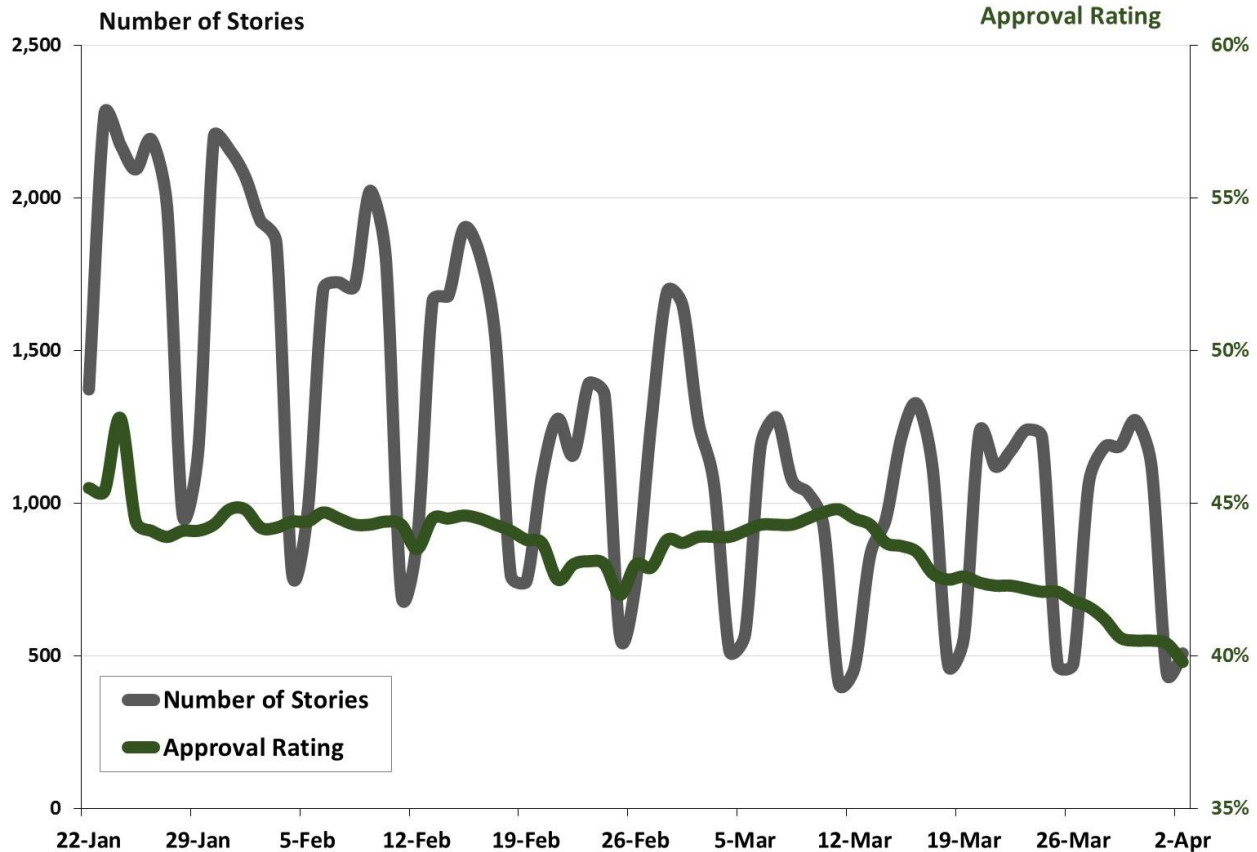
Approval Rating



FiveThirtyEight



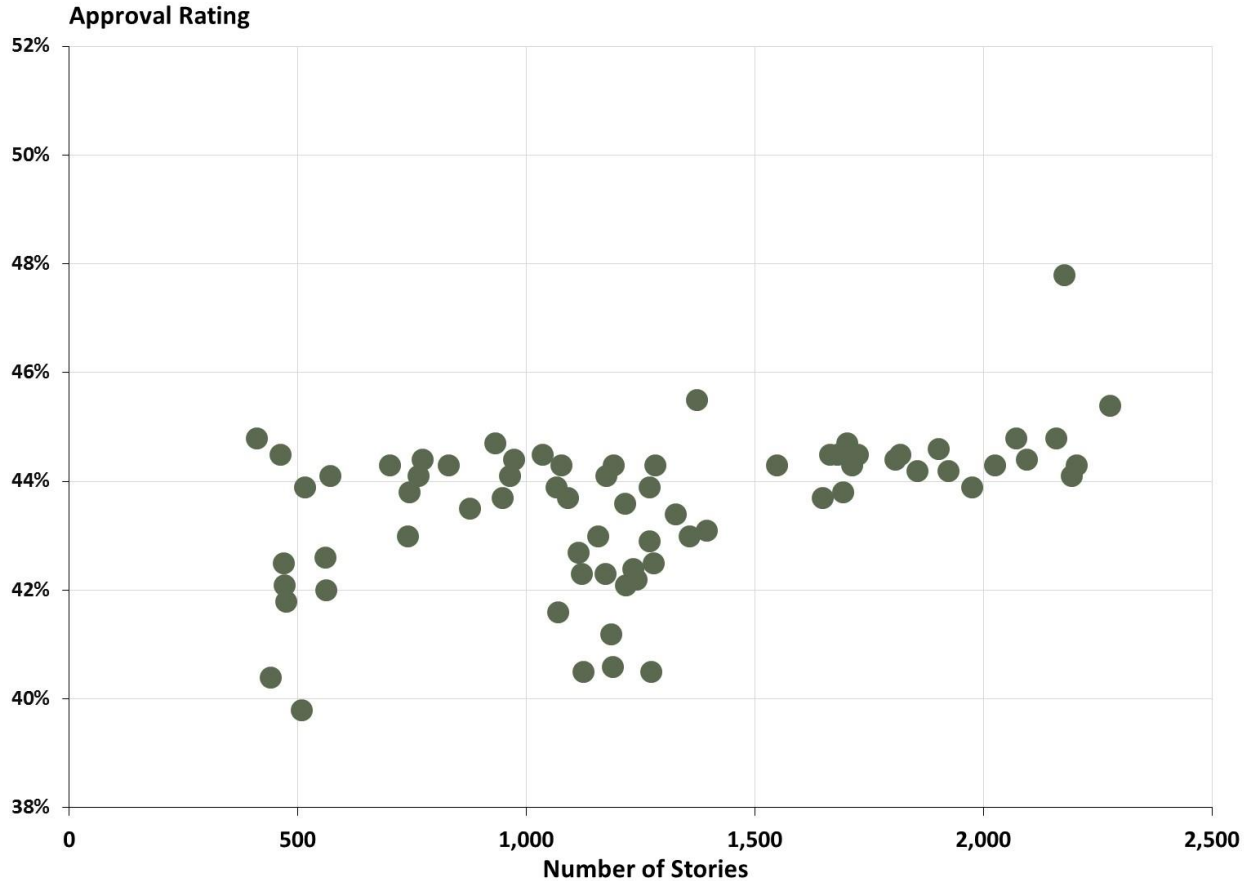
# President Trump Case Study





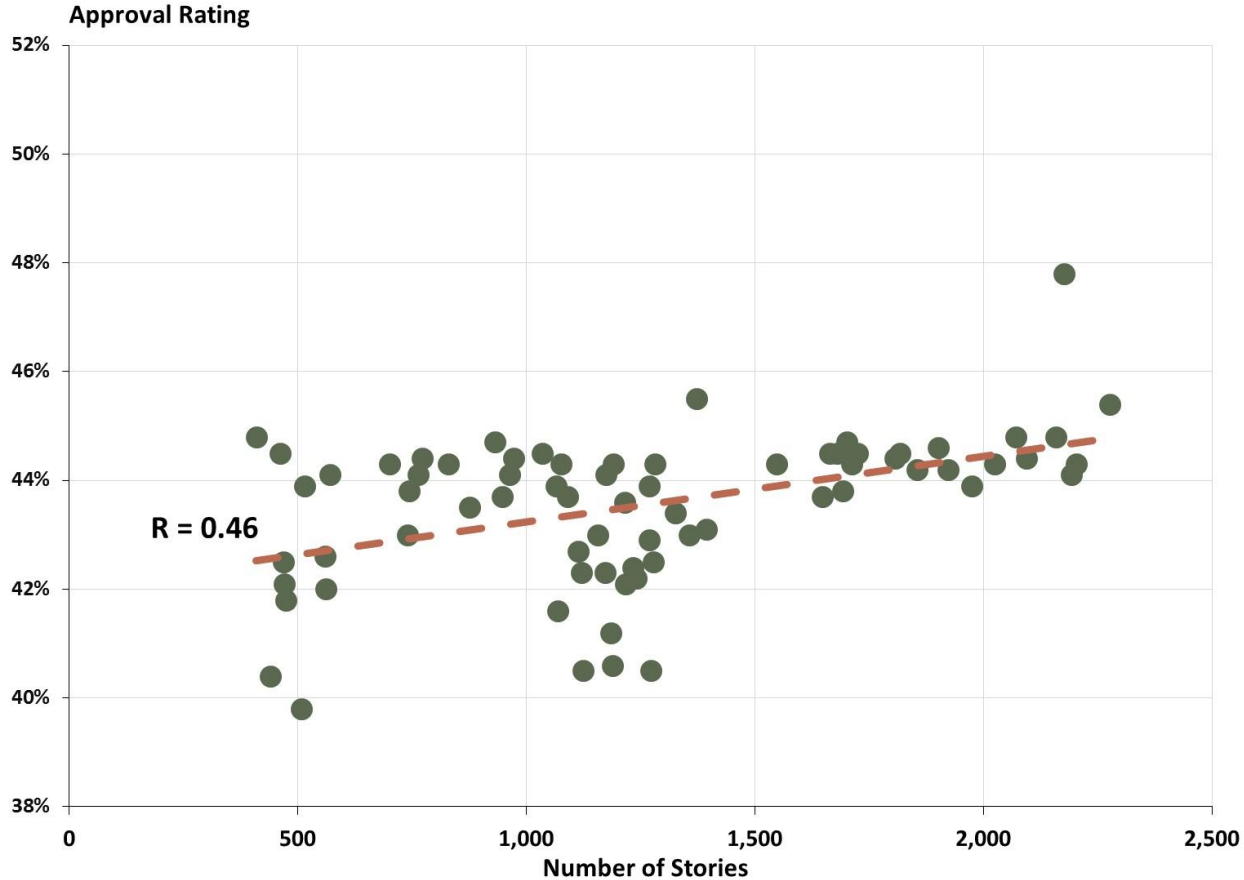


# President Trump Case Study



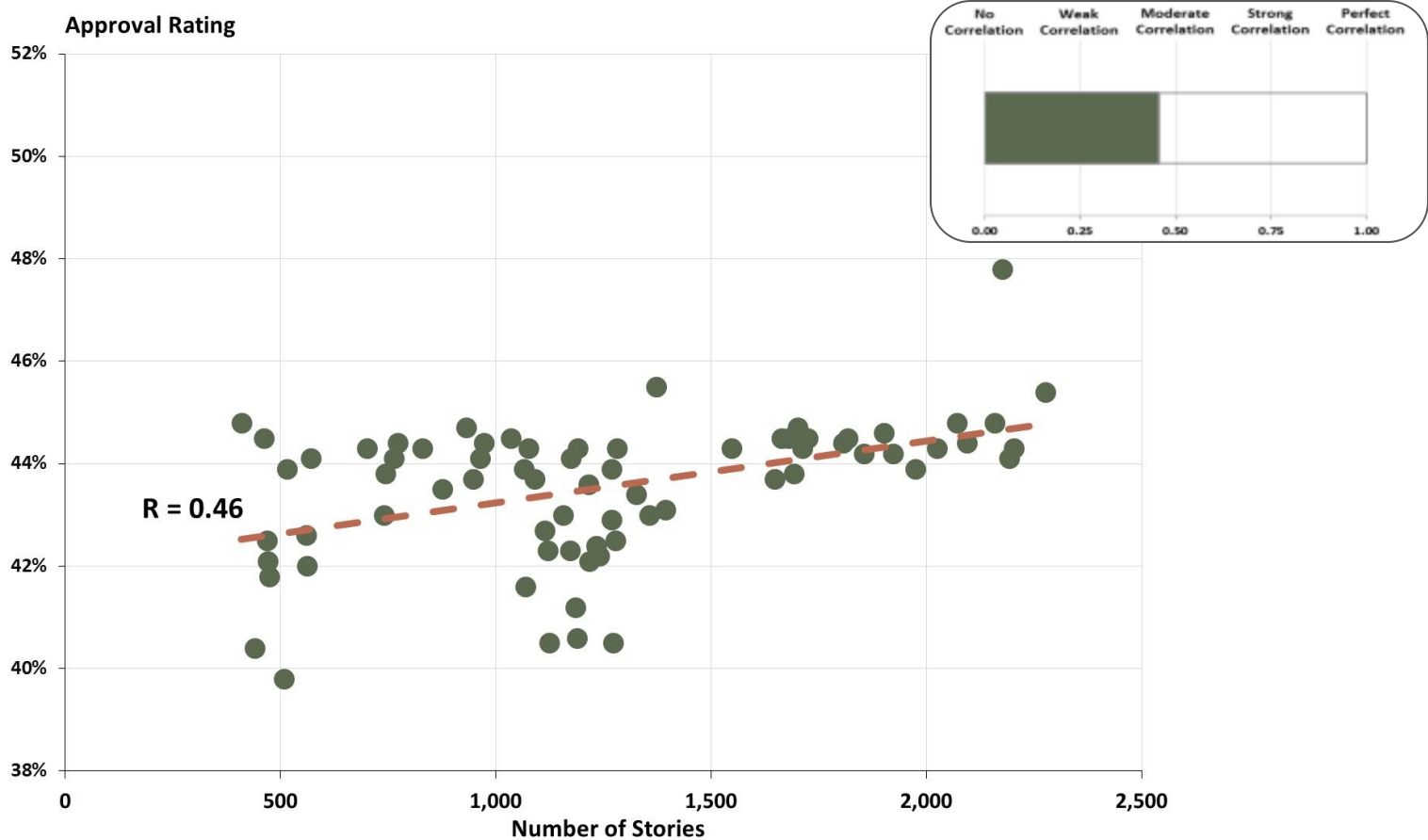


# President Trump Case Study



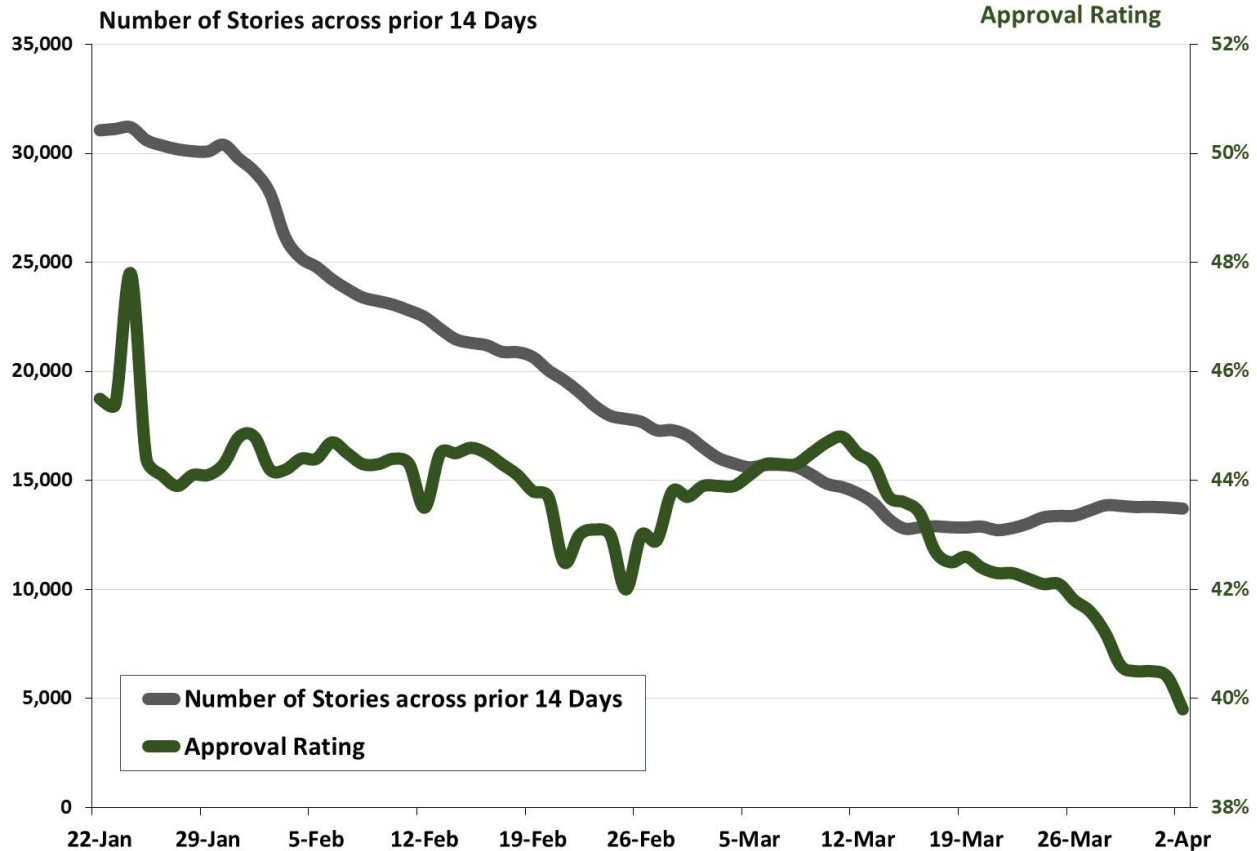


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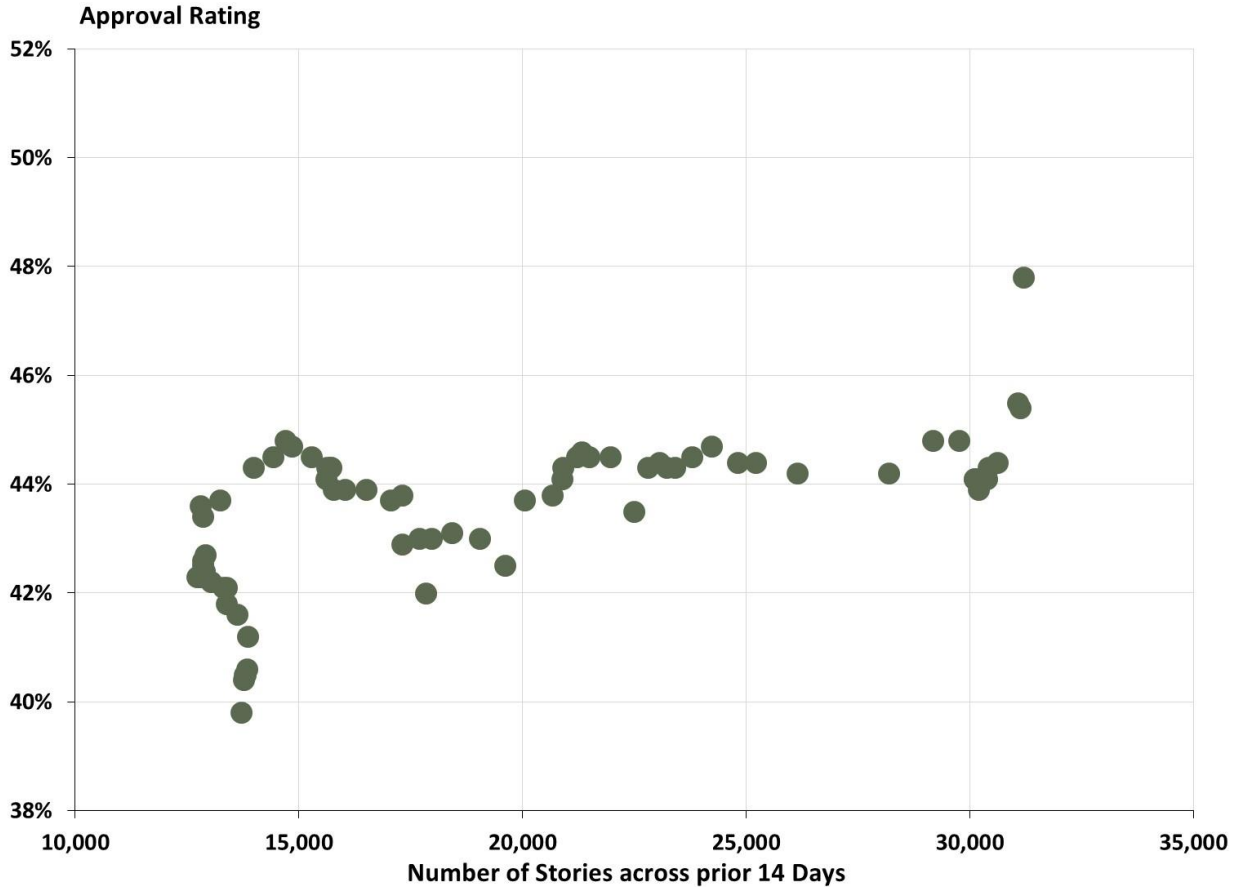


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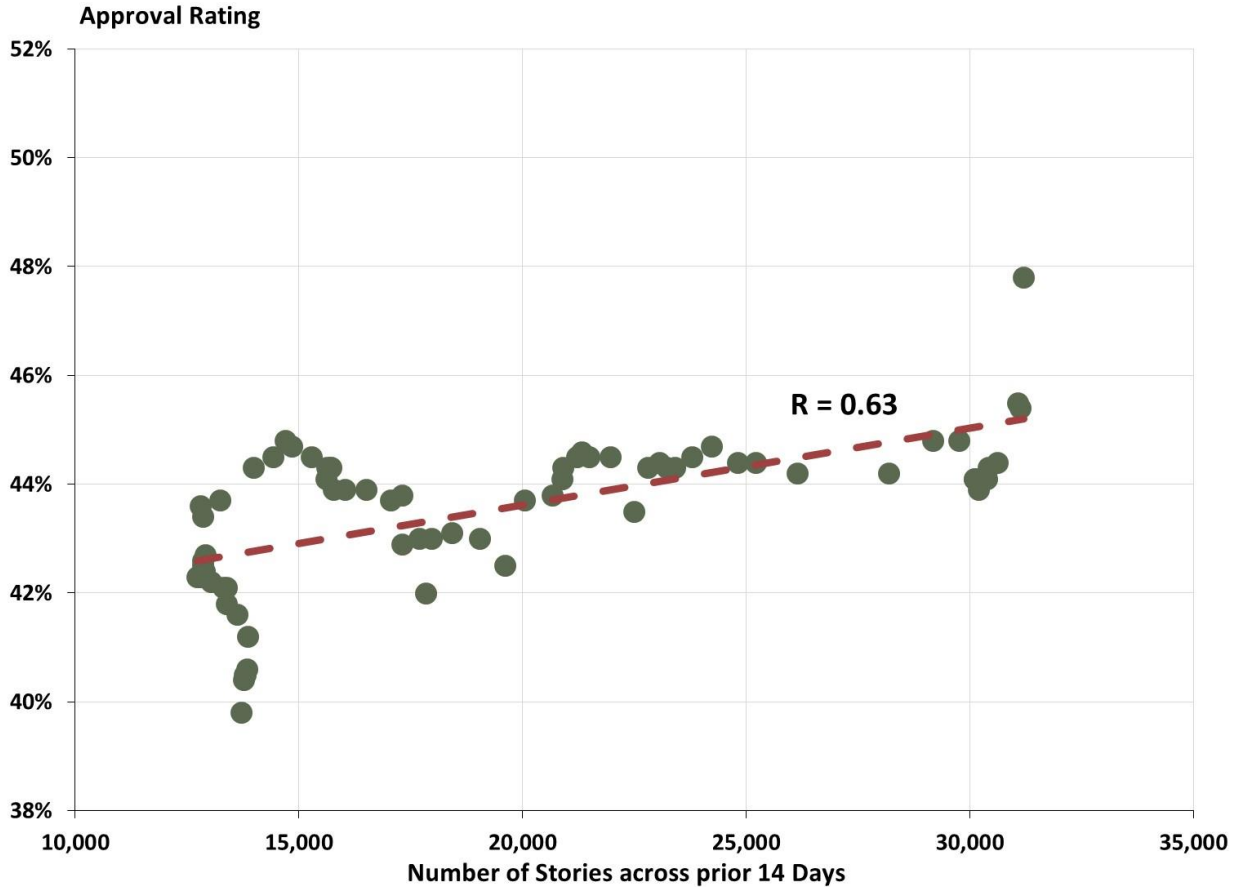


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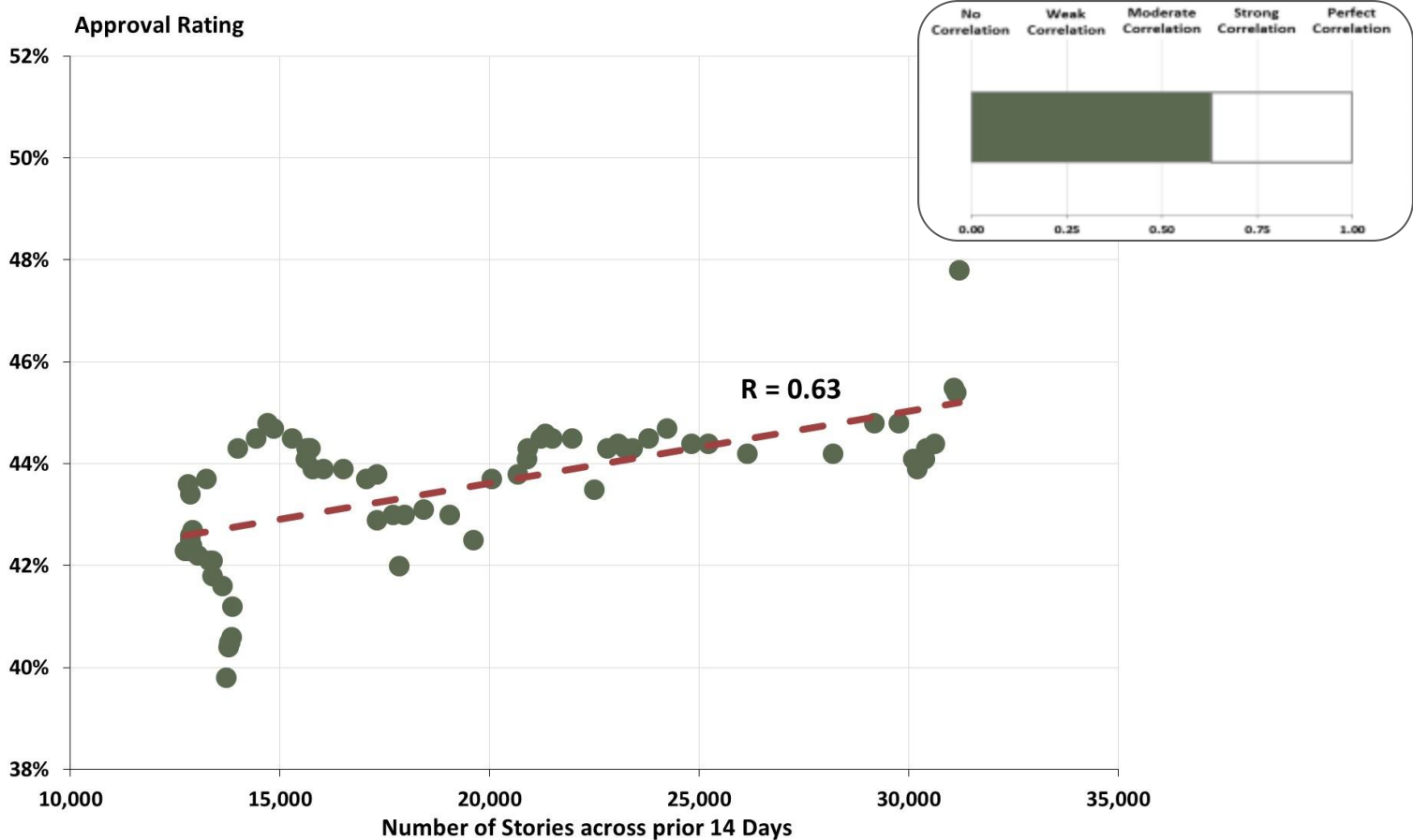


# President Trump Case Study



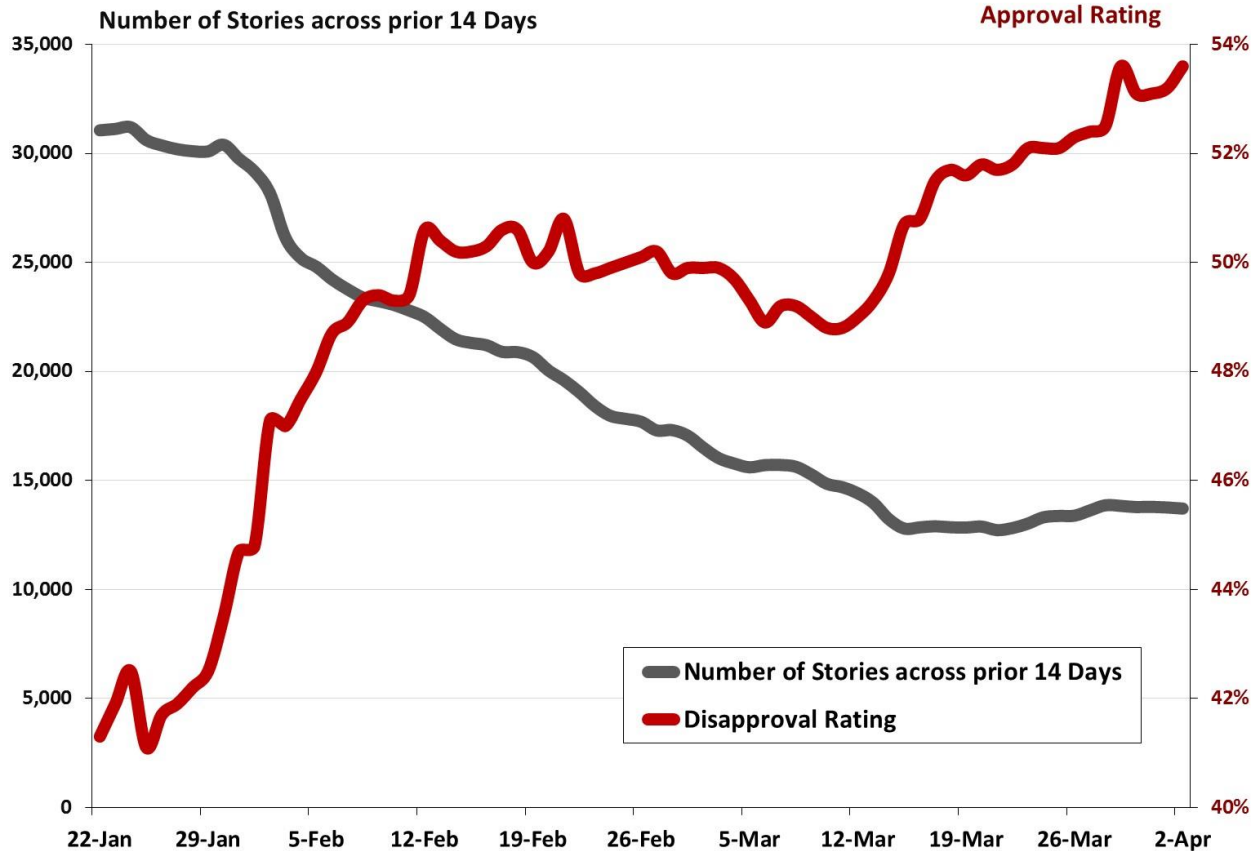


# President Trump Case Study





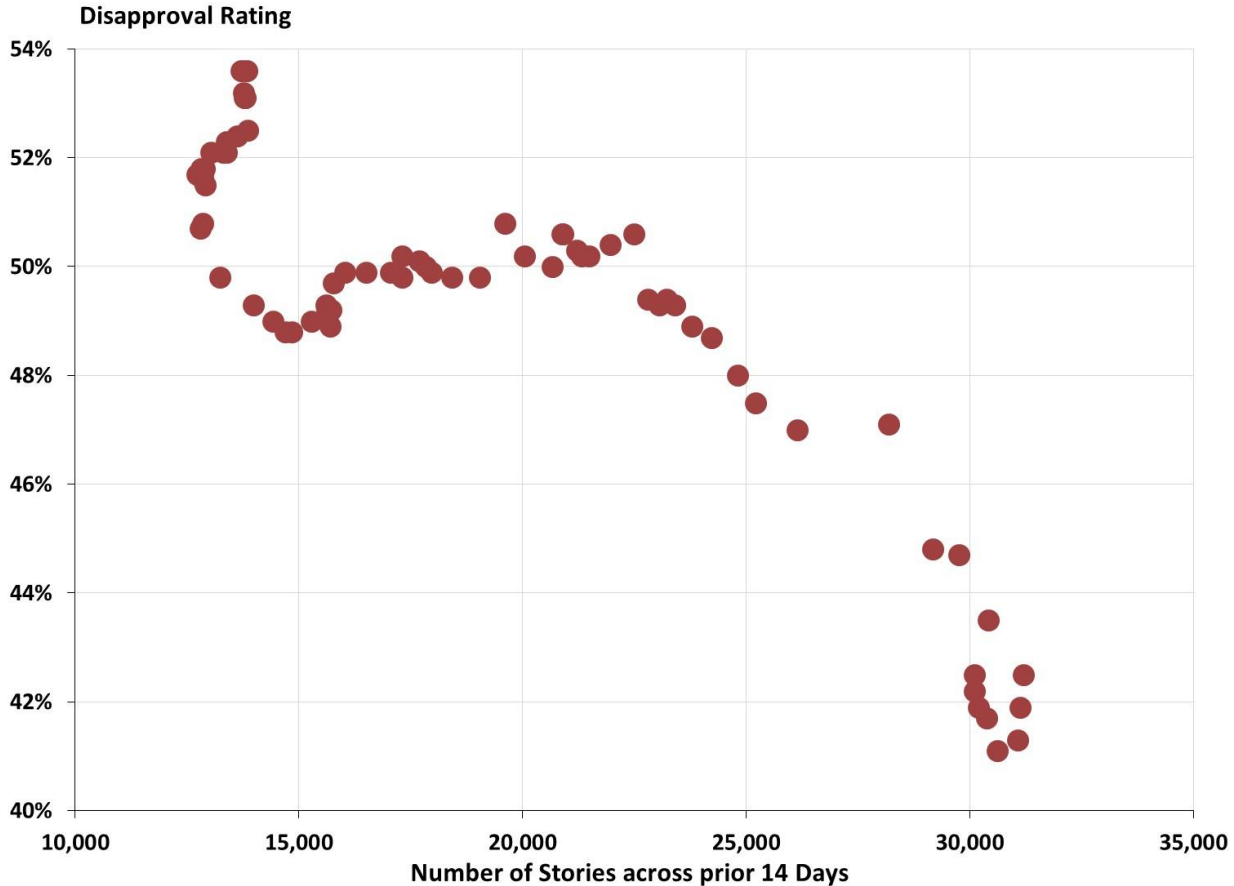
# President Trump Case Study





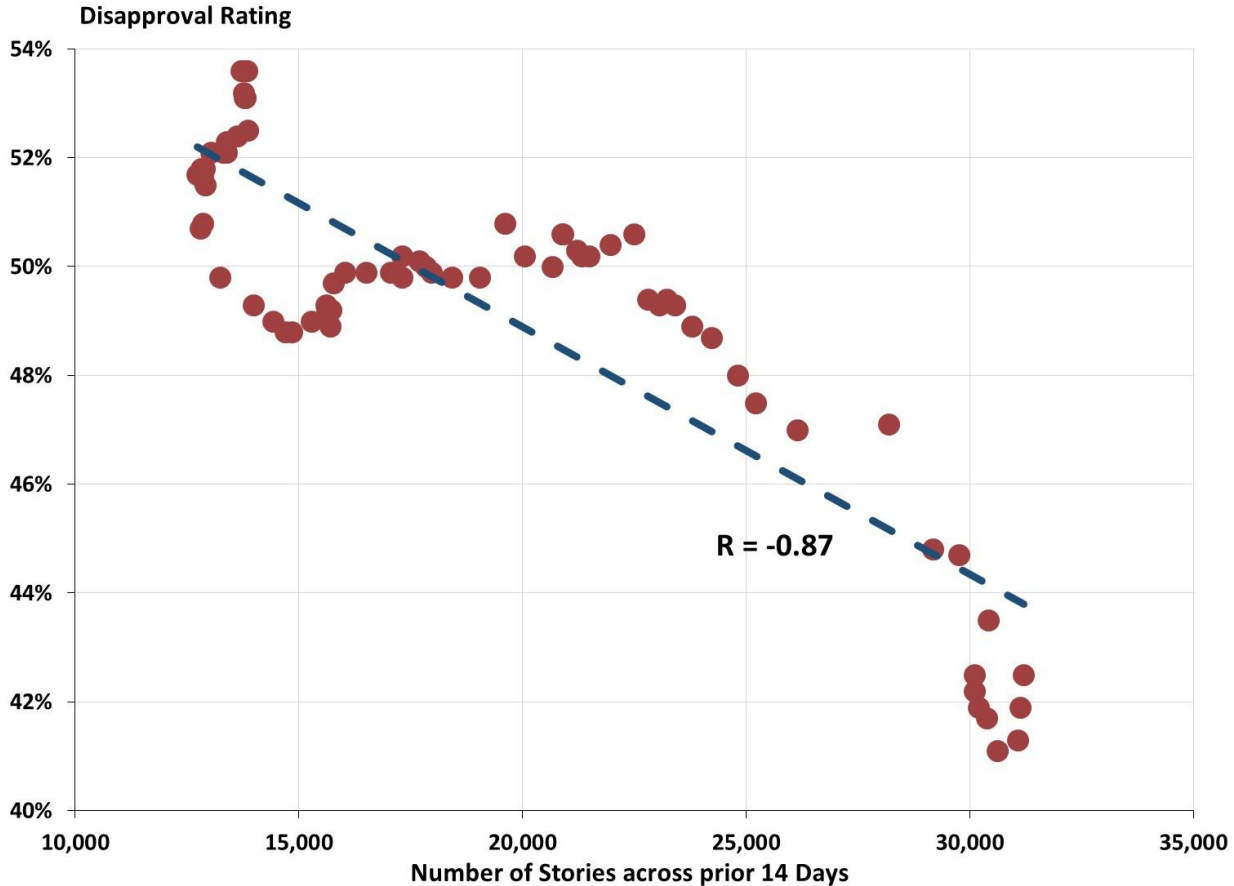


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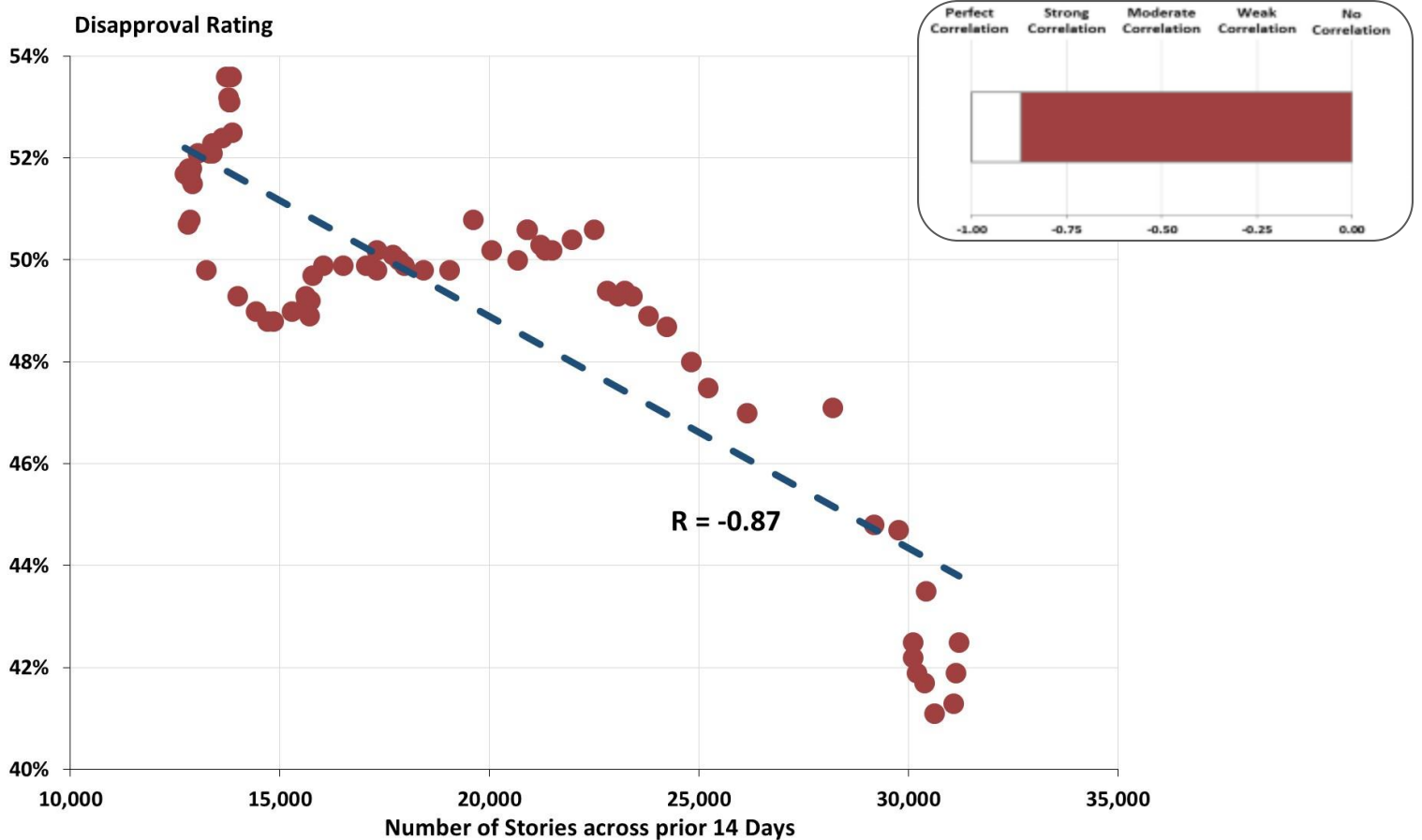


# President Trump Case Study





# President Trump Case Study





# Undertaking Correlation Analyses on Your Own



# Undertaking Correlation Analyses

- **Any media performance metric may be used so long as the data is longitudinal. Common metrics used include:**
  - Overall Volume
  - Audience Reach
  - Share of Voice
  - Volume of Positive Coverage
  - Volume of Negative Coverage
  - Impact Score



# Undertaking Correlation Analyses

- **Any organizational results may be used so long as the data is longitudinal. Common results used include:**
  - Sales Results / Donations
  - Web Traffic
  - Customer Satisfaction
  - Brand Awareness



# Undertaking Correlation Analysis

- **Organize and run correlations for your data in a variety of time frame increments to identify lead-lag time**
  - One-month periods, two-month periods, etc.
  - The more significant the action in question, the longer the lead-lag time is likely to be; the more whimsical the action, the shorter the lead lag-time is likely to be.
- **Make sure the media coverage appears before the organizational result occurred**
  - Yes:** February's media coverage to March's sales results; March 1-15's media coverage to March 16-31's sales results
  - No:** All of February's media coverage to all of February's sales results



# Key Takeaways

- Craft your PR strategies and tactics to support your organization's overall objectives.
- Set SMART goals for these strategies and tactics.
- Track your progress in achieving these goals and track in relation to organizational results.
- Use correlation analysis techniques if feasible to uncover statistical evidence suggesting a link between your media coverage and changes to organizational results.