

# PR News

# PR Measurement Conference

**How to Measure Coverage and Tie It to Organizational Goals**

April 21, 2017





**Marisa Long**

Vice President of Communications  
U.S. Green Building Council

@marisalong @usgbc #prnews









**GREEN BUILDINGS  
FOR EVERYONE  
WITHIN THIS  
GENERATION**





# USGBC HEADQUARTERS

WASHINGTON, D.C.









**SAFE  
HEALTHY  
INCLUSIVE  
SMART  
PRODUCTIVE  
EFFICIENT  
EQUITABLE  
SUSTAINABLE  
RESPONSIVE  
RESILIENT**



可持续







# PR Measurement

- Create compelling & organized campaigns
- Identify the right goals & use the best tools
- Showcase dynamic results

@marisalong @usgbc #prnews





# Compelling Campaigns







# TOP 10 STATES FOR LEED



Within the top 10 states for LEED® in 2016, there were:

**1,819**  
TOTAL PROJECTS

**309.12**  
MILLION GSF CERTIFIED

USA TOTALS

**3,366**  
TOTAL PROJECTS

**470.39**  
MILLION GSF CERTIFIED

## THE RANKINGS

State rankings calculated by dividing square footage certified in 2016 by state population.\*

**1 MASSACHUSETTS** population 6,547,629

**3.73**  
CERTIFIED GSF PER CAPITA



**4 NEW YORK** population 19,378,102

**2.50**  
CERTIFIED GSF PER CAPITA



**2 COLORADO** population 5,029,291

**3.17**  
CERTIFIED GSF PER CAPITA



**5 CALIFORNIA** population 38,903,057

**2.39**  
CERTIFIED GSF PER CAPITA



**3 ILLINOIS** population 12,812,508

**2.82**  
CERTIFIED GSF PER CAPITA



**6 NEVADA** population 2,999,341

**2.37**  
CERTIFIED GSF PER CAPITA



**7 MARYLAND** population 5,773,552

**2.33**  
CERTIFIED GSF PER CAPITA



**8 VIRGINIA** population 8,001,024

**2.31**  
CERTIFIED GSF PER CAPITA



**9 WASHINGTON** population 6,724,540

**2.25**  
CERTIFIED GSF PER CAPITA



**10 TEXAS** population 25,145,561

**1.67**  
CERTIFIED GSF PER CAPITA



**4** **24.40**  
MILLION SQ. FT. CERTIFIED IN 2016

**7** **48.41**  
MILLION SQ. FT. CERTIFIED IN 2016

**104**  
PROJECTS CERTIFIED IN 2016

**18.44**  
MILLION SQ. FT. CERTIFIED IN 2016

**155**  
PROJECTS CERTIFIED IN 2016

**15.10**  
MILLION SQ. FT. CERTIFIED IN 2016

**105**  
PROJECTS CERTIFIED IN 2016

**41.96**  
MILLION SQ. FT. CERTIFIED IN 2016

**PROJECTS CERTIFIED IN 2016**





GREEN  APPLE™  
DAY OF SERVICE



**GREEN BUILDING CITY MARKET BRIEF**

# SAO PAULO

**NATIONAL MOVEMENT**  
The Minha Casa Minha Vida Program (MCMV) is a national housing provision program that aims to increase access to housing for low-income families by enabling the production and acquisition of new housing units, while stimulating economic growth through investments in the construction sector. The program was launched by the Brazilian Federal Government in 2009 and has constructed over 3.8 million housing units, of which 1.7 million have already been delivered to the beneficiary families. The goal is to construct another 200,000 units before December 2014. The program is managed by the Brazilian Ministry of Cities and implemented by two Federal Banks, CAAMA (Cassa Federal and Caixa de Brasília). Also included in MCMV is a system of grants intended to cover the cost of solar water heating systems. Furthermore, the program allows for public buildings to be constructed in order to serve as housing developments for low-income families.

**CITY DETAILS**  
Population: 11.8 million  
Land Area (km<sup>2</sup>): 1,539  
State Districts (Municipalities): 375  
Municipal Seats: 387,000  
Municipal Councils (Municipalities): 1,114  
Climate Action Plan: No

**BUILDING PERFORMANCE**  
Emissions: City-wide emissions (metric tons CO<sub>2</sub>e): 10,000,000  
% of emissions from the building sector: -  
Municipal emissions (metric tons CO<sub>2</sub>e): -

**GREEN BUILDING PROFESSIONALS**  
LEED Certified Professionals (Count): 111

**PROJECT BREAKDOWN**

LEED	100	LEED Certified Projects (Count)
LEED	100	LEED Registered Projects (Count)
LEED	100	LEED Certified Projects (Count)
LEED	100	LEED Registered Projects (Count)

**LEADERSHIP BY EXAMPLE**  
In 2009, the 14,918 Law which was unanimously approved by the São Paulo City Council established a requirement for the government to complete a city-wide greenhouse gas inventory every five years to benchmark and track progress related to emissions reduction efforts.

**CITY EMISSIONS TARGET**  
The City of São Paulo sought to reduce greenhouse gas emissions by 30% below 2005 levels by 2012.

**CITY-LEVEL POLICIES PRESENT**

Green Building Codes	<input checked="" type="checkbox"/>
Energy Benchmarking and Data Requirements	<input checked="" type="checkbox"/>
Green Municipal Buildings	<input checked="" type="checkbox"/>
New/Existing Commercial Building Incentives	<input checked="" type="checkbox"/>
New/Existing Residential Building Incentives	<input checked="" type="checkbox"/>
Green Offices	<input checked="" type="checkbox"/>

**REGIONAL POWERS**

**PRIVATE BUILDINGS**

**PUBLIC BUILDINGS**

**U.S. GREEN BUILDING COUNCIL (USGBC)**

# LEED IN MOTION: PEOPLE AND PROGRESS

**U.S. GREEN BUILDING COUNCIL (USGBC)**

## LEED® & GREEN BUILDING GENERATE BIG ECONOMIC IMPACT

KEY FINDINGS FROM THE USGBC® GREEN BUILDING ECONOMIC IMPACT STUDY PREPARED BY BOOZ ALLEN HAMILTON

**LEED WILL DIRECTLY CONTRIBUTE  
\$29.8 BILLION  
TO GDP BY 2018**

**IN 2014 THE GREEN BUILDING INDUSTRY SUPPORTED  
OVER 2 MILLION WORKERS**  
HERE'S HOW THAT STACKS UP AGAINST SOME OTHER WELL-KNOWN INDUSTRIES

THE AMERICAN MOTION PICTURE AND TELEVISION INDUSTRY SUPPORTS  
**1.9 MILLION WORKERS\***

IN 2014, FREIGHT RAILROADS EMPLOYED MORE THAN  
**185,000 WORKERS\***

COMPUTER AND VIDEO GAME COMPANIES  
DIRECTLY AND INDIRECTLY EMPLOY MORE THAN  
**146,000 PEOPLE\***

(\*) 2014 GreenSource.org/working-people; (2) 2014, Bureau of Economic Analysis; (3) 2014, Bureau of Economic Analysis; (4) 2014, Bureau of Economic Analysis; (5) 2014, Bureau of Economic Analysis

**GREEN CONSTRUCTION WILL DIRECTLY CONTRIBUTE 1.1 MILLION JOBS BY 2018**

**LEED WILL DIRECTLY CONTRIBUTE 386,000 JOBS BY 2018**

**GREEN CONSTRUCTION WILL DIRECTLY CONTRIBUTE \$75.6 BILLION IN WAGES BY 2018**

**LEED IS FORECASTED TO DIRECTLY ACCOUNT FOR \$26.2 BILLION IN WAGES BY 2018**

**2015**  
THE MEDIAN DIRECT CONTRIBUTION TO STATE ECONOMIES IS FORECAST AT  
**\$934 MILLION**

**2018**  
THE MEDIAN DIRECT CONTRIBUTION TO STATE ECONOMIES IS FORECAST AT  
**\$1.3 BILLION**

**FROM 2015-2018 LEED-CERTIFIED BUILDINGS ARE ESTIMATED TO HAVE AS MUCH AS...**



# PR Measurement

- Create compelling & organized campaigns
- Identify the right goals & use the best tools

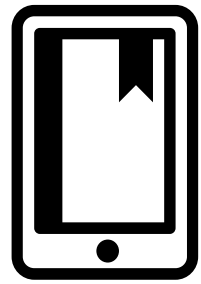
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# Goals & Tools





USGBC has a comprehensive content strategy in place, which involves the creation of multiple pieces of content, with defined production and promotion workflows for the various forms of content





*content marketing*



*websites*



*email*



*online advertising*



*social media*



USGBC manages a suite of websites to inform the market of USGBC's offerings and to engage our customers.

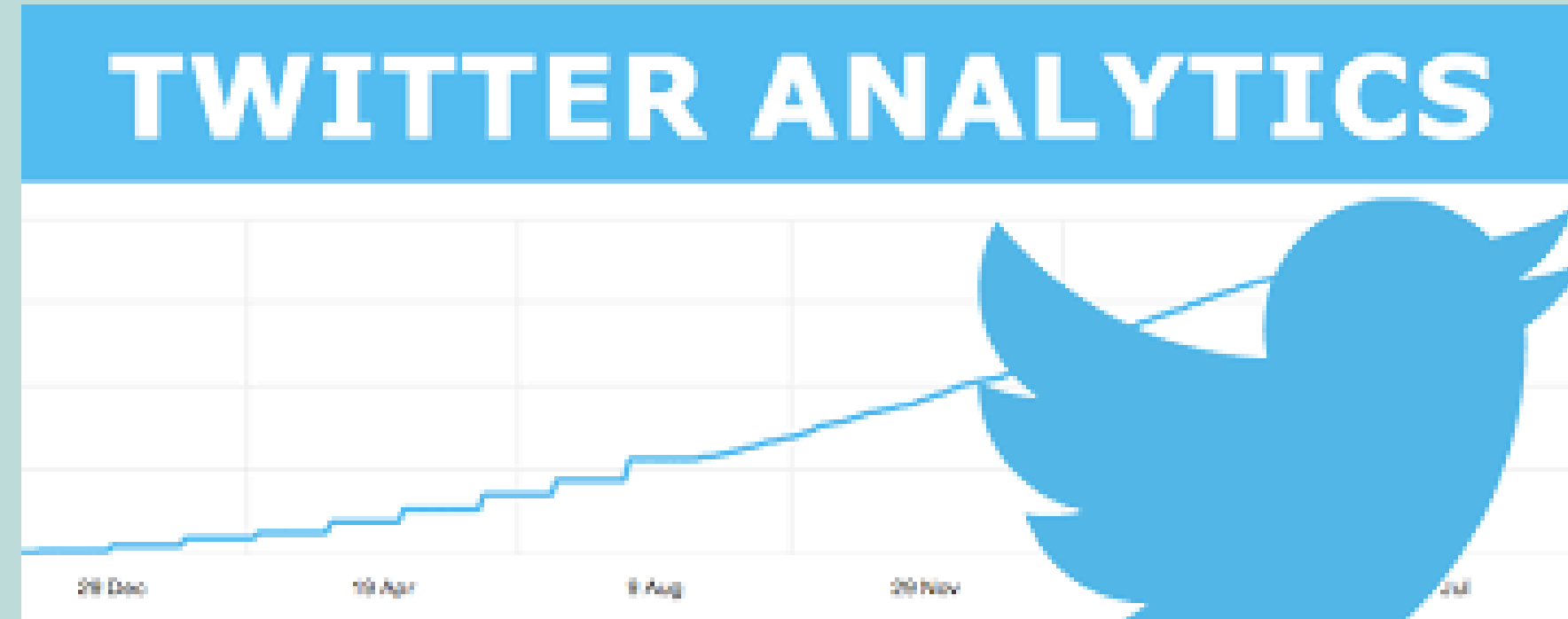


USGBC takes advantage of several channels to reach prospects through online advertising.



All content we're creating is strategically distributed across these platforms:



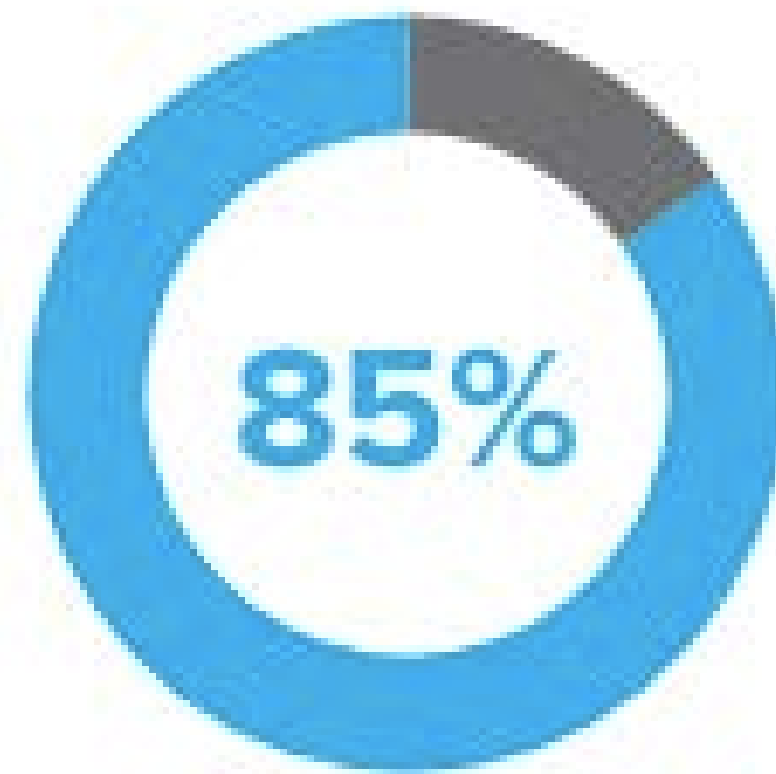




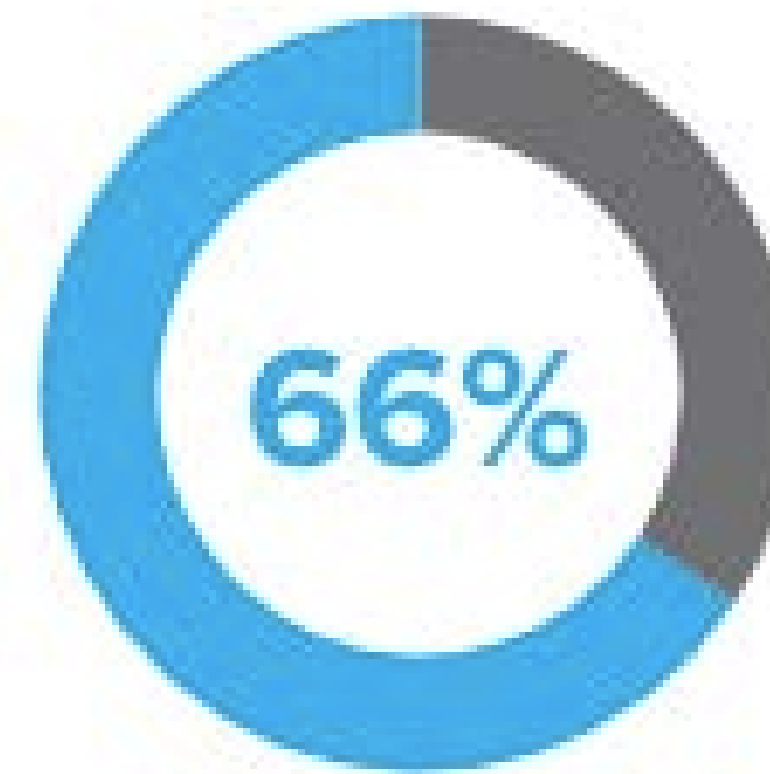
## Activity And Engagement

Where you're getting noticed the most

ACTIVITY



ENGAGEMENT



BRAND

ACTIVITY

ENGAGEMENT

● Facebook

15%

34%

● Twitter

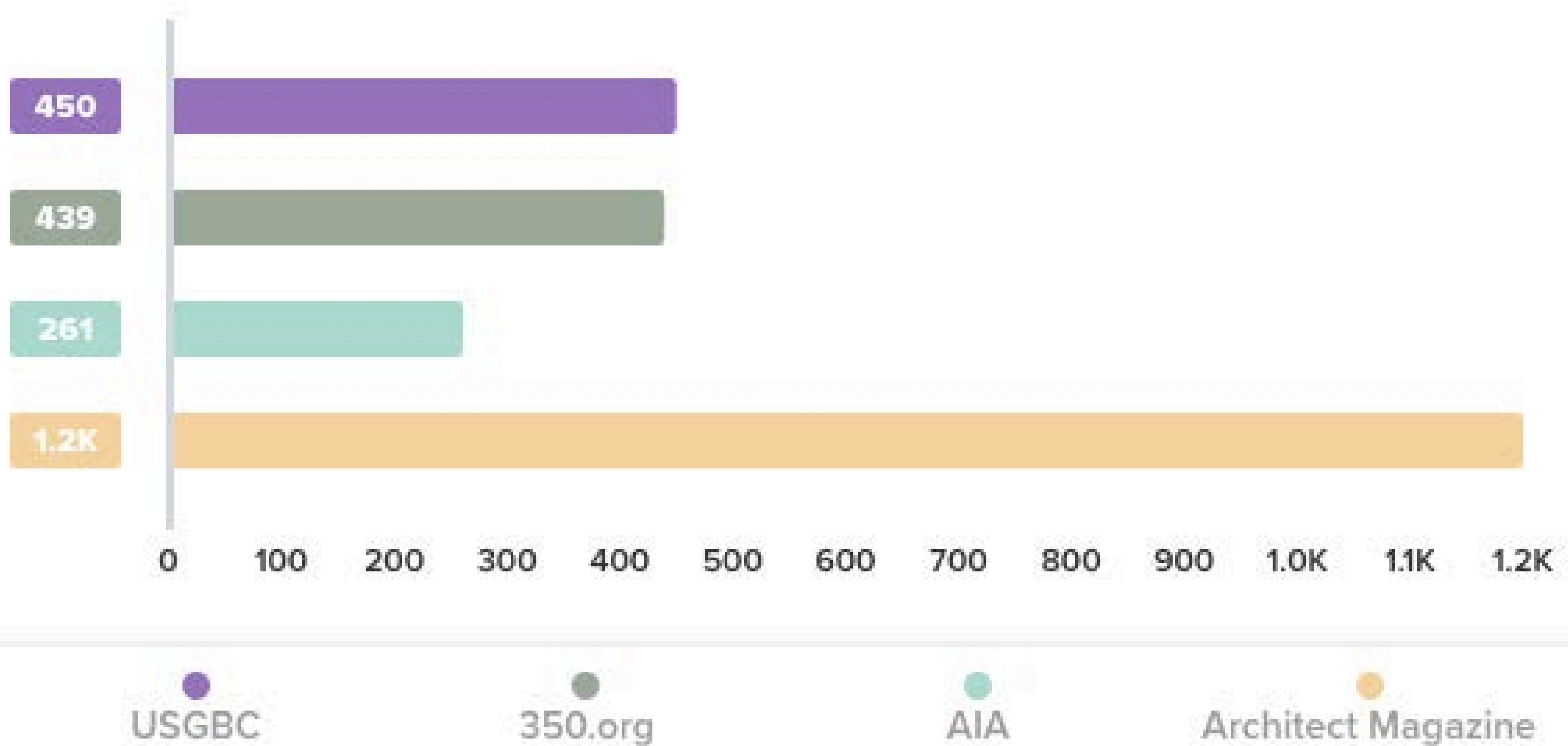
85%

66%



## Posts Vs. Tracked Brands

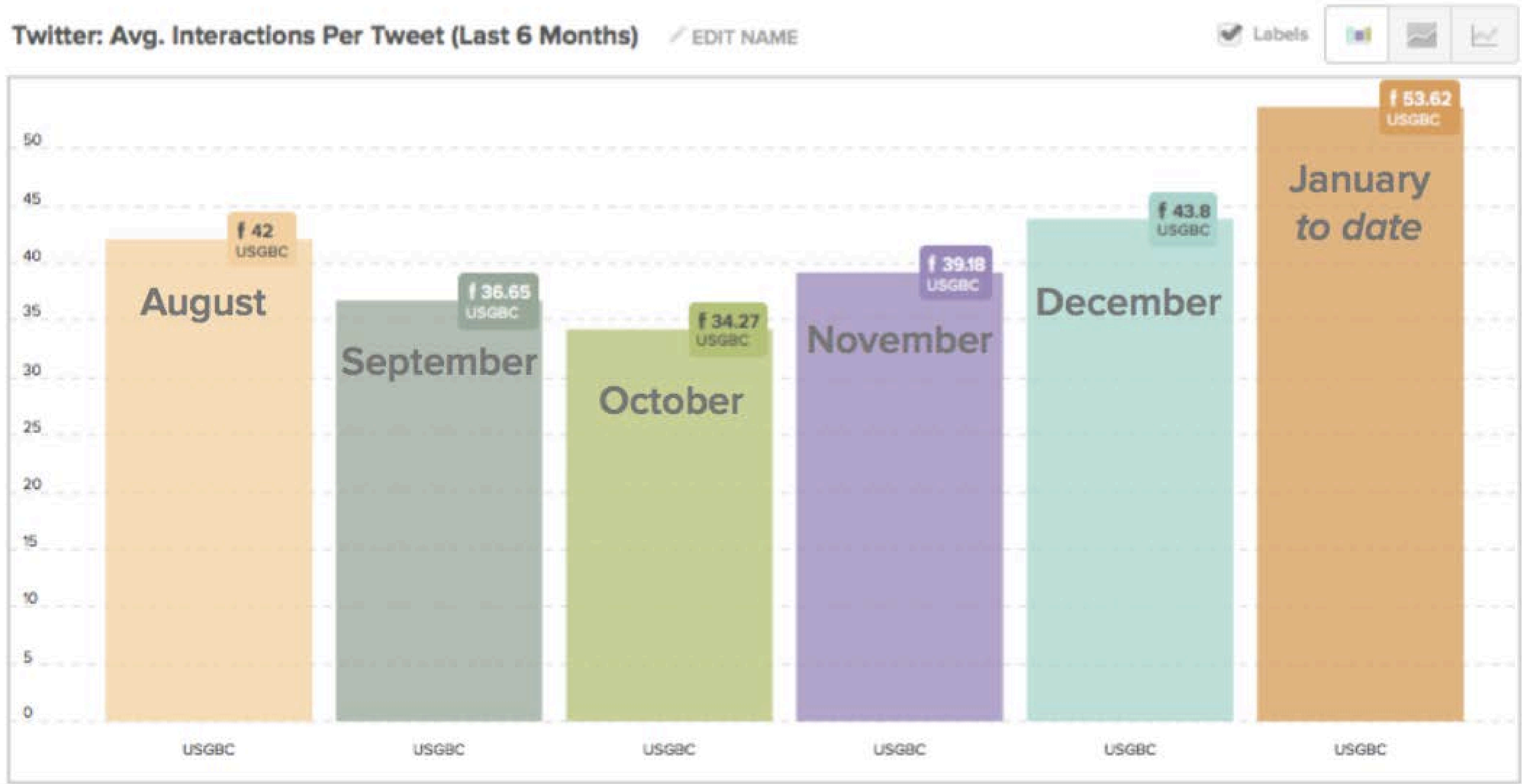
How much you're posting compared to your tracked brands





# Engagement

Your average interaction per tweet has increased over the last 6 months

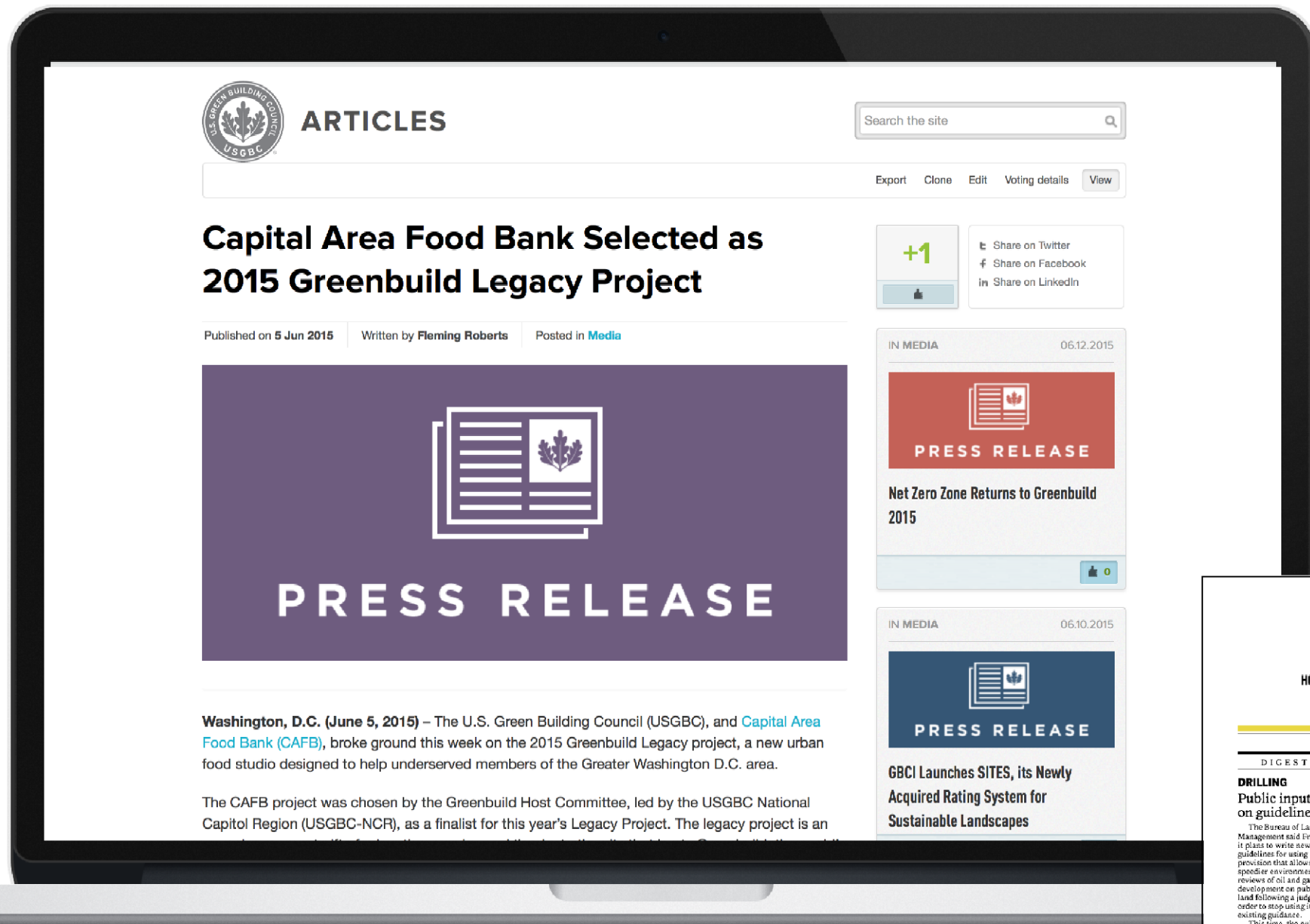






# Media Monitoring



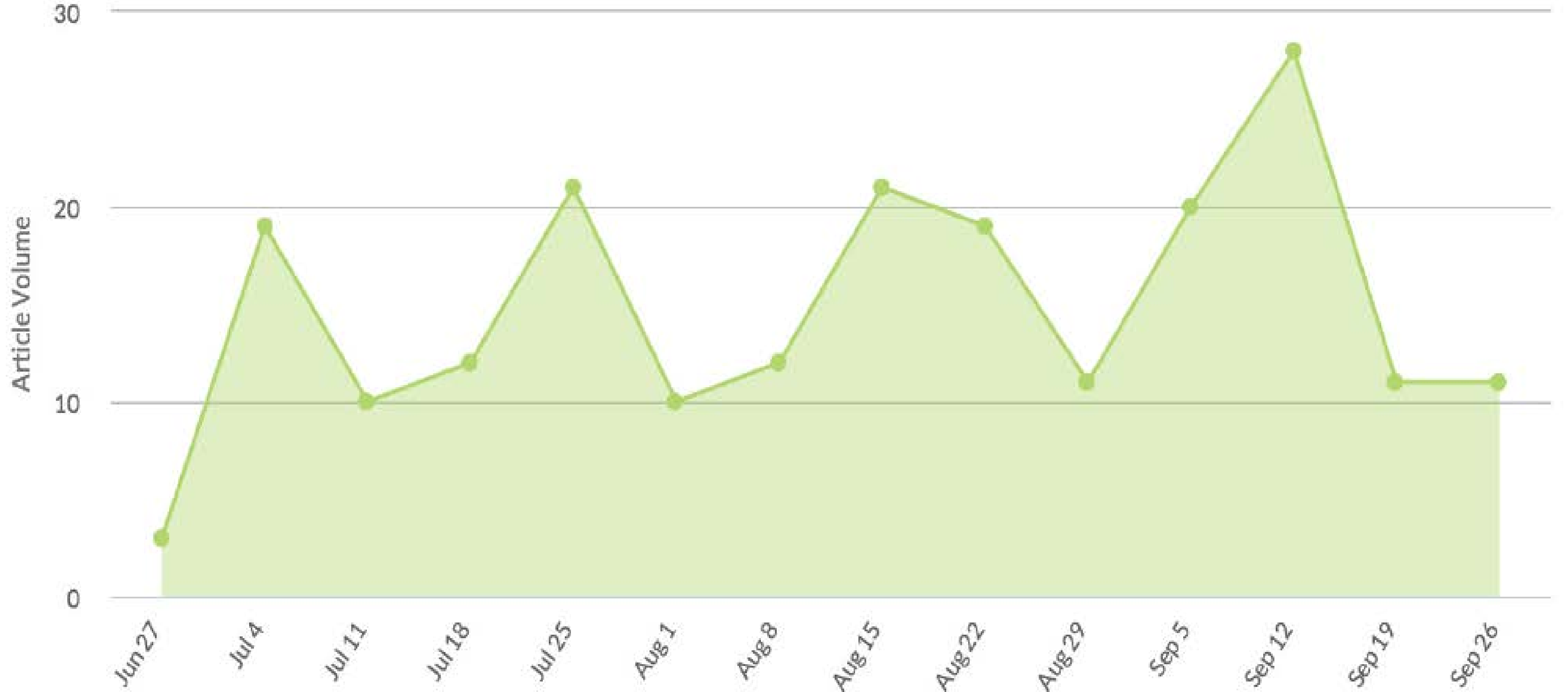


## Media monitoring tools help track value and reach for PR campaigns



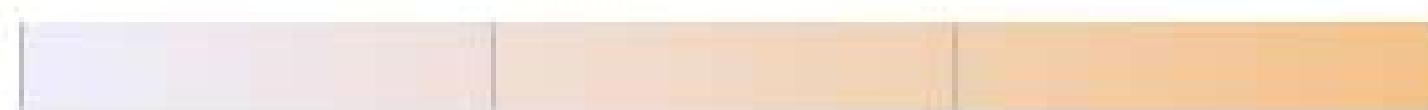
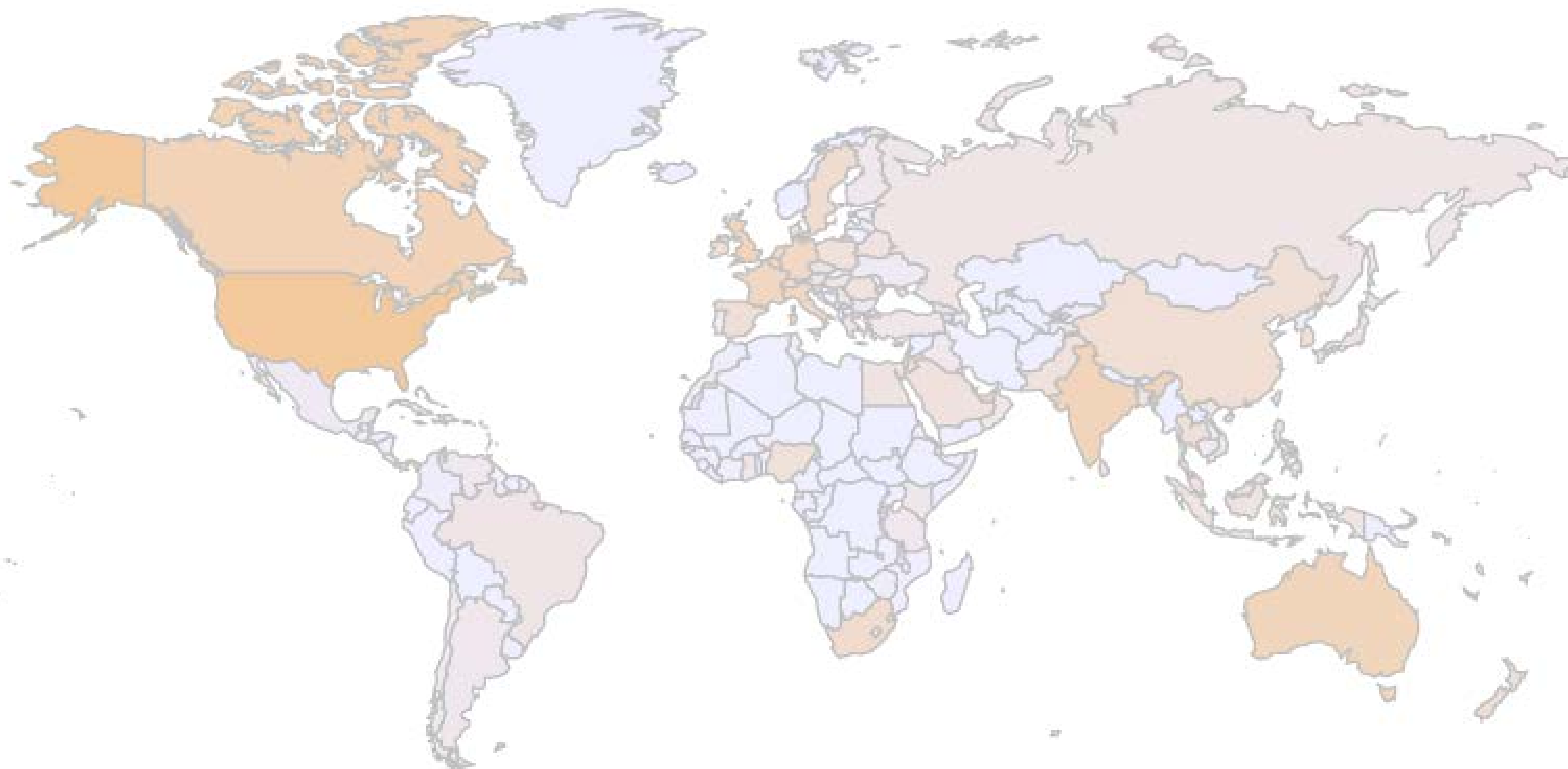


Weekly Coverage Over Time





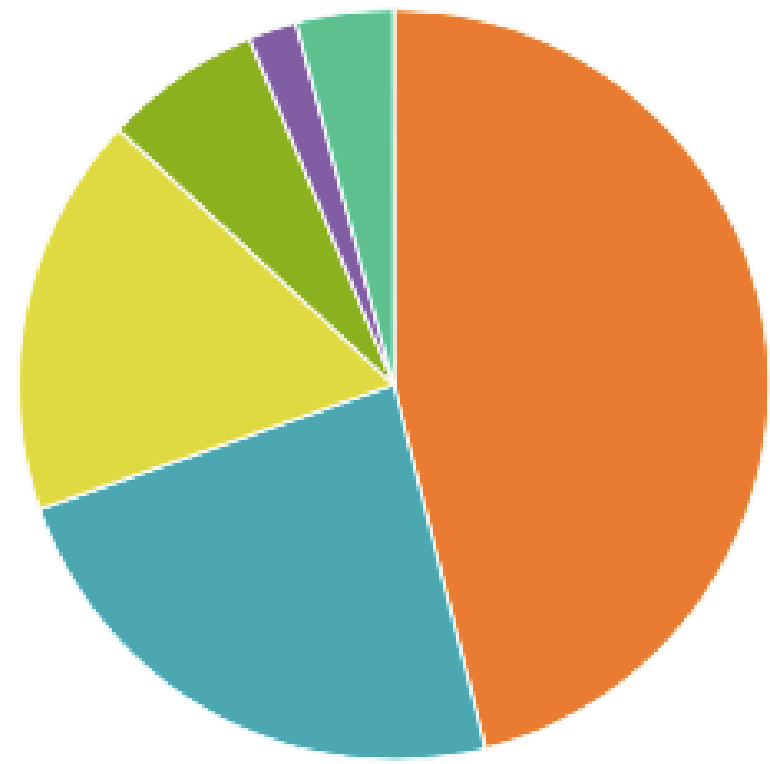
# Source Country



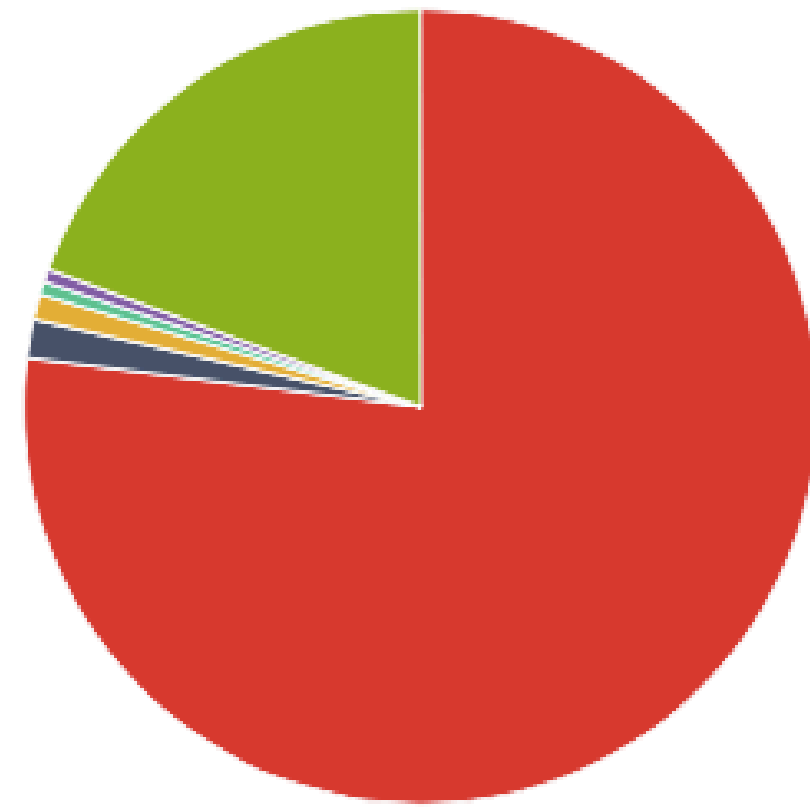
1 100 10k 1M

**LEED**





- Broadcast Media (88/46.1%)
- Newspaper (45/23.6%)
- Twitter (33/17.3%)
- News & Information Service (13/6.8%)
- Online News Sites & Other Influencers (4/2.1%)
- Other (8/4.2%)



- Media & Information (147/77.0%)
- Financial (3/1.6%)
- Business Services (1/0.5%)
- Other (37/19.4%)
- Retail & Consumer (2/1.0%)
- Energy (1/0.5%)

# PR Newswire

a CISION company

## Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated. Your release has generated **158** exact matches with a total potential audience of **11,498,517**.



- View Release
- 672,795 visitors/day
- News & Information Service
- global
- Media & Information



- View Release
- 608,836 visitors/day
- News & Information Service
- United States
- Financial



- View Release
- 204,256 visitors/day
- Newspaper
- United States
- Media & Information



- View Release
- 204,256 visitors/day
- Newspaper
- United States
- Media & Information



- View Release
- 204,256 visitors/day
- Newspaper
- United States
- Media & Information



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- 204,256 visitors/day
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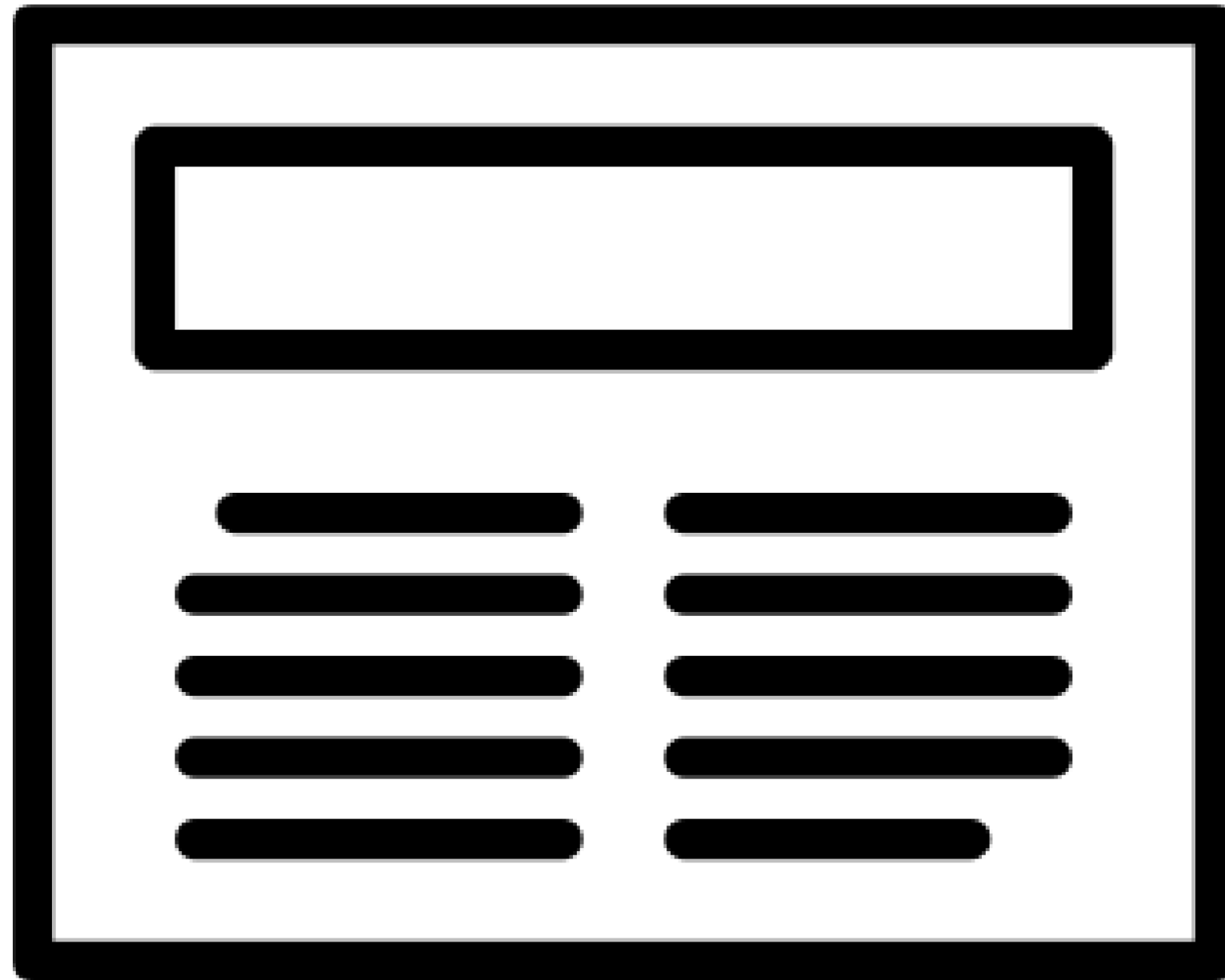


# PR Measurement

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- Showcase dynamic results

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We produce campaign and quarterly reports that showcase qualitative and quantitative results



# TOP 10 STATES CAMPAIGN

The Top 10 States for LEED campaign was once again one of USGBC's most trafficked PR campaigns to date. Prior to the launch, the campaign focused on targeted engagement and outreach to LEED project owners, high-level members, USGBC Chapters, policymakers and the larger green building community. This helped drive recognition in each of the states, as well as within the green building community, when the list was released on February 4, 2015.

## MEDIA OUTREACH

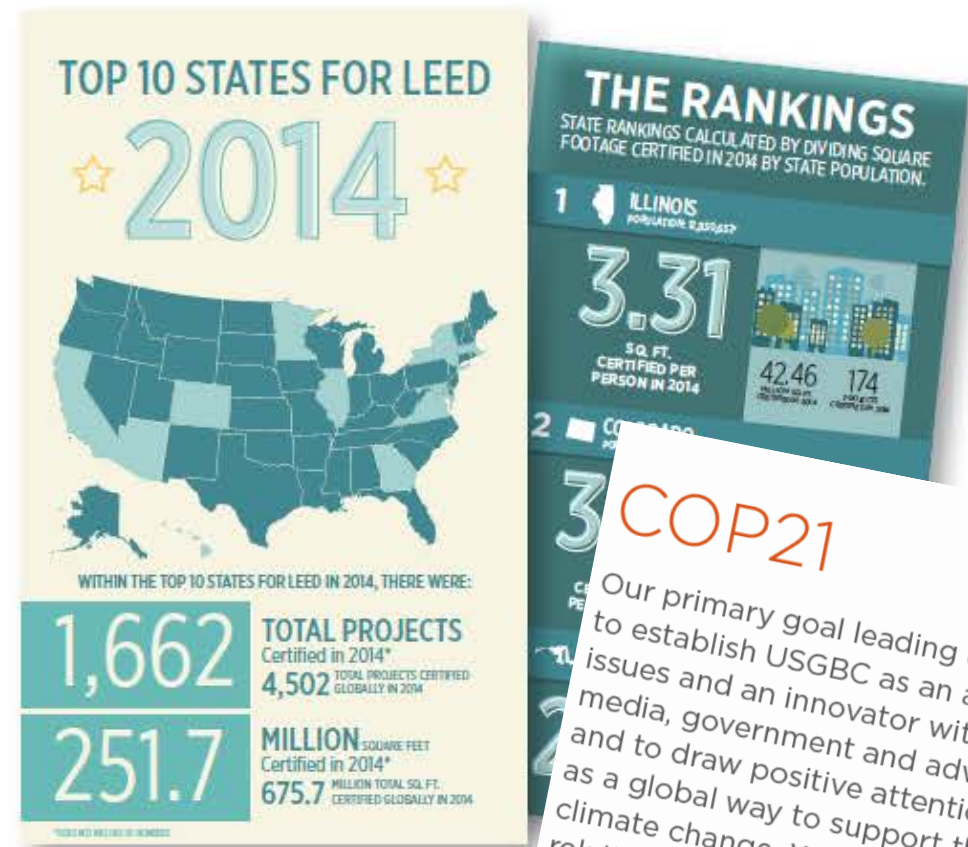
In the first week of the release of the list, there were more than 57 print placements equivalent to nearly 30 million media impressions and every state on the list garnered coverage.

USGBC sent out a national press release on PR Newswire, which was picked with a potential total audience of 18 million visitors. Individual releases were media in each state, and targeted pitching occurred prior to the official release.

A few print media highlights include:

- [The Chicago Tribune: Illinois ranks No. 1 for energy-saving construction](#)
- [The Chicago Sun-Times: Illinois tops rankings for Green Buildings](#)
- [St. Louis Post-Dispatch: Illinois is tops for LEED development](#)
- [Minnesota Star-Tribune: Minnesota ranks in Top 10 for LEED-certified](#)
- [Sacramento Bee: California ranks high on national list of 'green' buildings](#)
- [Baltimore Sun: Maryland third for green building activity in 2014](#)
- [The Hawaii Star Adviser: Hawaii among top 10 states for green building](#)
- [The Roanoke Times: U.S. Green Building Council ranks Virginia fourth](#)
- [New York Business Journal: New York drops in state ranking of 'green' buildings](#)
- [Phoenix Business Journal: Arizona ranks 10th in green building](#)
- [Crain's Chicago Business: Illinois tops in green building ranking](#)
- [Washington Business Journal: Mid-Atlantic 'epicenter of green building'](#)
- [Buffalo Business First: New York among state leaders in LEED](#)
- [Pacific Business News: Hawaii ranks sixth in the U.S. for green building](#)
- [Environmental Leader: Top 10 LEED States Ranked](#)
- [Architect Magazine: The Top 10 States for LEED Per Capita in 2014](#)

## Top 10 States Infographic



## COP21

Our primary goal leading up to and during COP21 was to establish USGBC as an authority on environmental issues and an innovator with authority on environmental media, government and advocacy organizations, and to draw positive attention to green buildings as a global way to support the mitigation of climate change. We did this by leveraging existing relationships and working closely with influencers and influential channels to tell the USGBC and green building story. We developed communications and social media materials, including an editorial calendar, op-eds, and articles, talking points for events and event programs, and sample social media.

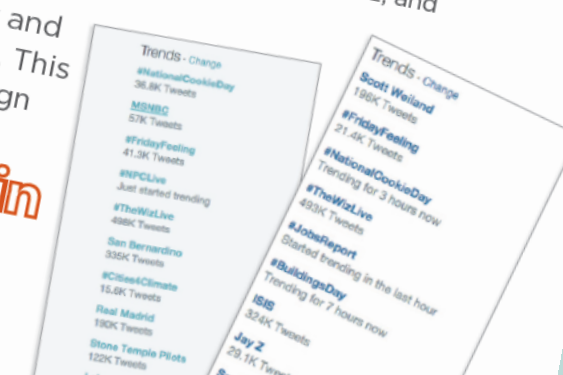
## CONTENT MARKETING

- "Climate Leaders" multimedia series of podcasts, videos and articles featuring Roger Platt as host, and a series of notable guests.
- Original USGBC content for COP21—created in advance of the December conference—outperformed some of the organization's best content for the quarter.
- Graphics created by our team performed 5-10x higher than the average post.

## SOCIAL MEDIA

- This QTD, USGBC has distributed 500+ pieces of COP21-related content across our social media platforms.
- That content has accumulated over 12,000 Link Clicks on USGBC social media platforms.
- From 12/2-12/9 USGBC tweets earned over 500K impressions; highest performing day was 12/3, Buildings Day.
- Most influential USGBC retweets came from: UNEP, White House Dir. Intergovernmental Affairs, U.S. DOE, and Tommy Wells.

- Twitter had the highest performing content; however, Facebook and LinkedIn participation was notably higher than other campaigns. This is likely due to the international reach that this particular campaign was able to leverage successfully.
- LINKEDIN COP21 content: 3,000+ shares
- FACEBOOK COP21 content: 1,000+ likes; 500+ shares
- PARTICIPATING HAGHTAGS: #COP21, #ActionClimate, #BuildingsDay (UNEP), #BetterBuildGreen (World Green Building Councils), #Cities4Climate #ycities (ICLEI); Compact of Mayors; Ceres). During the week of the Conference, multiple participating hashtags were in the Top 10 Trending topics.



## 2015 GREEN BUILDING ECONOMIC IMPACT STUDY CAMPAIGN SUMMARY

### OVERVIEW

The much-anticipated 2015 USGBC Economic Impact Study was conducted by Booz Allen Hamilton (BAH) on Sept. 16, 2015. As the first major economic study to come from USGBC and BAH since 2009, it provides policy makers, private sector makers and consumers an understanding of the importance of green building and LEED on national levels. As of this summary (one week out from launch), the report itself has received nearly 20,000 views and was downloaded more than 1,000 times from the Marketo landing page. The national infographic has received more than 1,200 unique views and the state infographic compilation has received 79 unique views.

### PRESS RELEASE

- 238 High-level member companies
- 519 Online release views
- 25 TV airings
- 10 Radio airings
- Nearly \$245,500 in total ad value
- 16,049,855 Total potential audience
- More than 17.5 million people reached

### OUTREACH

- 107 High-level member companies
- 212 Partners
- 480 Federal Congressional offices
- 50 Federal agency related organizations
- 24 Representatives from 20 states
- 81 Staff
- 12 Chapter advocates
- 165 Community members (approximately)



### TWITTER

- 65 Original tweets
- 260 Retweets
- 3,000 Mentions

### FACEBOOK

- 52 High-level member companies
- 7,000 Partners
- 72% Federal Congressional offices
- 8,000 Impressions
- 82% Click through rate

### LINKEDIN

- 52 Showcase group features
- 7,000 Partners
- 72% Federal Congressional offices
- 8,000 Impressions
- 82% Click through rate



# PRIORITY CAMPAIGNS

## GREEN APPLE DAY OF SERVICE

The fifth annual Green Apple Day of Service took place on Saturday, September 24, 2016. As in the past, the marketing and communications team provided support to the Center for Green Schools and community teams, developing outreach materials and executing plans for media, member, partner and policy maker outreach. Article and social media content was developed over the course of several months leading up to the Day of Service and an email campaign was deployed to ensure relevant messaging reached audiences far and wide.



### Media

The communications team developed a Green Apple Day of Service template media alert and press release for use by event coordinators and partners. Local projects in several states were pitched to print and broadcast media outlets and USGBC staff and affiliates attended the TODAY Show taping in New York City the day prior to the Day of Service, resulting in an appearance in a still photo on the show's Flickr page and brief appearances in the background of the live show. Additionally, Green Apple Day of Service event information ran in both the Colorado Daily and Boulder Weekly newspapers.

### Member Outreach

USGBC's Platinum level members received two emails over the course of two months regarding Green Apple Day of Service. These emails positioned the Day of Service as a participant. Several member companies took advantage of the dedicated PR support as they planned Green Apple Day of Service events around the globe. These members included Energy Focus, Verizon, UTC, Legrand, and Balfour Beatty.

### Partner Outreach

USGBC's external partner network was contacted through internal points of contact to provide information about Green Apple Day of Service and also to urge them to promote the event through social media, online articles, and newsletter outreach. Draft outreach templates and sample materials were provided to internal points of contact in two iterations to reach out to our network of over 400 partners, at their discretion.

### Policy Maker Engagement

The communications team, in partnership with the advocacy team, developed a list of appropriate policy maker invitees for Green Apple Day of Service events in specific markets around the country. The list was made available to event coordinators along with a template invitation letter for their use.

Q3 2016 Market Report

### Article Development

Green Apple Day of Service was promoted on usgbc.org and centerforgreenschools.org through the following 11 articles.

Title	Unique Page Views
Growing minds with Green Apple Day of Service 2016	184
More than scraping gum off desks: Green Apple Day of Service 2016	137
Tell us you're in: Green Apple Day of Service 2016	115
Champion health in our schools with Green Apple Day of Service 2016	97
Green Sports Alliance leads GADOS volunteers at Houston's Yes Prep Northside	96

### Email Distribution

Email Name	Delivered	Opened	% Opened	% Clicked	% Unsubscribed
Final-reminder	13,163	2,672	20.3%	1.9%	0.2%
Grow minds with Green Apple Day of Service 2016	8,695	1,901	21.9%	1.3%	0.2%
Tell us you're in: Green Apple Day of Service 2016	7,211	1,586	22.0%	1.2%	0.1%
How can you make an impact on the school environment?	7,204	1,665	23.1%	1.3%	0.1%
Champion health in our schools with Green Apple Day of Service 2016	7,162	1,558	21.8%	1.1%	0.1%
Tell us you're in: Green Apple Day of Service 2016	6,245	1,405	22.5%	2.7%	0.4%
Get Involved! 2016 Green Apple Day of Service (community)	5,530	1,256	22.7%	1.5%	0.1%
Want to make Arizona schools greener? (community)	5,312	654	12.8%	0.4%	0.0%
Grants available to help green an Indianapolis Public School (community)	762	152	19.9%	1.3%	0.0%
Join Wichita area Green Apple Day of Service events this weekend (community)	50	15	30.0%	0.0%	0.0%
Last chance to apply for Building for Health leadership course	21519	4396	20.4%	1.3%	0.1%
<b>Total</b>	<b>61,134</b>	<b>12,864</b>	<b>21.0%</b>	<b>1.5%</b>	<b>0.2%</b>

Q3 2016 Market Report



We are bringing back weekly media reports so that USGBC leadership can stay up-to-date and informed on what's happening in the news. Please find the latest global green building market news at the links below, and let us know if you have any questions. Feel free to forward relevant articles you think should be included to Leticia McCadden at [lmccadden@usgbc.org](mailto:lmccadden@usgbc.org).

▼ All Stories for Weekly Emails

### Local Realtors achieve 'Green Designation'

Foster's Daily Democrat | Apr 10, 2017 11:40



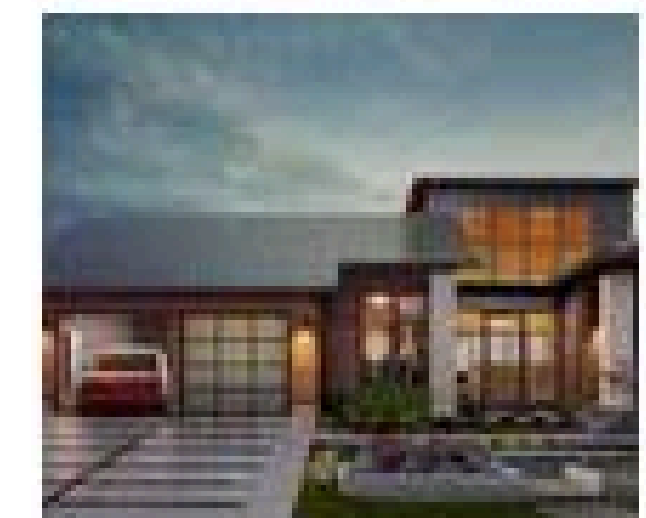
PORTSMOUTH — Tami Mallett and Robert Viel with Bean Group have been awarded the National Association of Realtors' Green Designation, the only green real estate professional designation recognized by...

### The Next Solar Energy Revolution Is Hiding in Plain Sight

NBCNews.com | Apr 10, 2017 11:04



When most people think of powering their homes with solar energy, they imagine a fleet of unseemly panels covering their roofs and yards. But that's changing fast. This month, Tesla will begin...



### The profitable hospital system with sustainability in its DNA





# Organizations Representing Nearly a Half Million Professionals Join 'Joint Call to Action to Promote Healthy Communities'

Apr. 04, 2017

## USGBC News



Media Library



PRESS RELEASE

Organizations Representing Nearly a Half Million Professionals Join 'Joint Call to Action to



BEST OF GREEN SCHOOLS

USGBC and the Green Schools National Network Announce the 2017 Best of Green



PRESS RELEASE

China Hits Milestone with More Than 1,000 LEED-Certified Projects

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### Press Kits

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[About EDGE](#)

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[About PEER](#)

[About SITES](#)

[About WELL](#)

### Social media





# PR Measurement Takeaways

- Create compelling & organized campaigns
  - Leverage stakeholders and provide resources
  - Tell a story
  - Establish campaign structure
- Identify the right goals & use the best tools
  - Think about what success looks like
  - Deploy the appropriate tactics
  - Understand marketing & PR best practices
- Showcase dynamic results
  - Create organized, regular reports
  - Understand client/exec needs
  - Learn from mistakes
  - Celebrate successes



# Resources

- » Social media monitoring/tracking: Hootsuite, Trackmaven, UberVu
- » Media monitoring/tracking: Newsdesk, Cision, Google alerts, PRNewswire
- » Marketing metrics/distribution: Marketo, Kapost
- » Organizational tools: Asana, Dropbox, GoogleDrive, Freedcamp
- » USGBC press room: [newsroom.usgbc.org](http://newsroom.usgbc.org)

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# Questions

@marisalong @usgbc #prnews