



# Best Practices in PR and Social Media Measurement for Non-Profits



A Presentation to:  
Philanthropy New York  
September 24, 2015

Katie Delahaye Paine  
CEO  
Paine Publishing  
[measurementqueen@gmail.com](mailto:measurementqueen@gmail.com)

# Measure What Matters, Not What's Easy



Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are **waaay** up.

# Measure What Matters



Who's mommy's little snugglebunny? You are! Who increased revenue 22.7% when we put his picture on the donation page? You did!

# What's changed in communications?

- ▶ Growth of media everywhere
- ▶ More visibility & transparency  
= increased emphasis on accountability and outcomes
- ▶ Big data raises expectations
- ▶ It's not about the media, it's about your mission & what your stakeholders do with the information when you put it out there
- ▶ The Barcelona Principles

*“Viewers are more likely to stop watching commercials at the moment in which brand logos appear on the screen.”*

- ARF Study



# The Barcelona Principles, The Conclave & Industry Standards

1. Importance of Goal Setting and Measurement
2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs
3. The **Effect on Business Results** Can and Should Be Measured Where Possible
4. Media Measurement Requires Quantity and **Quality**
5. **Earned Media Value/AVEs are not the value of Public Relations**
6. Social Media Can and Should be Measured
7. Transparency and Replicability are Paramount to Sound Measurement

1 Content Sourcing & Methods

2 Reach and Impressions

3 Engagement

4 Influence & Relevance

5 Opinion & Advocacy

6 Impact & Value

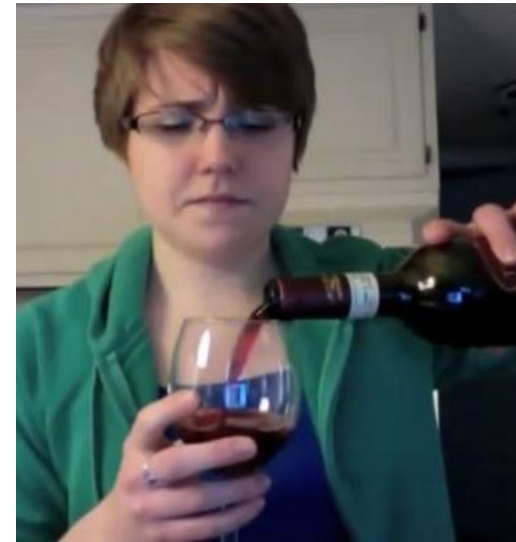
The Conclave



All standards are available on  
<http://www.painepublishing.com/standards-central-2>

# Important Numbers to Remember

<b>1,000,000</b>	The average audience for a MyDrunkKitchen video ( <a href="http://www.youtube.com/watch?v=uSXQNred3is">http://www.youtube.com/watch?v=uSXQNred3is</a> )
<b>179,000</b>	Anderson Cooper's average nightly audience
<b>\$650,000</b>	The amount HSUS raised from its first Flickr photo contest
<b>27</b>	The number of times per hour Digital Natives switch media—every 2.2 minutes.
<b>72%</b>	The percentage of adults who get most of their news by word of mouth
<b>40%</b>	The amount of conversations generated by bots, spammers and pay-per-click sites
<b>&lt; 3%</b>	The percent of Facebook & Twitter posts that are actually seen
<b>90%</b>	The percent of conversation that happens OFF LINE
<b>10%</b>	The percent of on-line conversations that are public



# Myth Busting

1. Social Media  $\neq$  Facebook
2. Eyeballs  $\neq$  Awareness
3. Followers  $\neq$  Influence
4. Likes  $\neq$  Engagement
5. Engagement  $\neq$  ROI
6. Sentiment may not matter





# Impressions are not awareness.

Awareness doesn't mean anything unless someone takes action  
Where's the "So What?"



 1,000,000

MSM

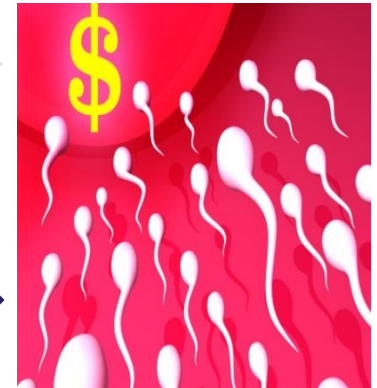
Online

Social  
Media

Eyeball  
counting

HITS

Outcomes





# Likes Are Not Engagement

It's not enough to get a click, you need to climb the engagement ladder all the way to advocacy



# ROI is Misunderstood

- ▶ Return on Investment (ROI) is:
  - ▶ An accounting equation that subtracts “all-in” costs from revenue generated.
  - ▶ Cost savings
  - ▶ Greater efficiency
  - ▶ Lower legal costs
  - ▶ Faster time to implementation
  - ▶ Lower cost per impact vs. other marketing channels
  - ▶ Lower cost per message exposure vs. other channels
- ▶ ROI is not:
  - ▶ Impressions
  - ▶ Earned media value or AVE
  - ▶ Number of shares, views or likes



# 6 steps to the perfect measurement dashboard

## Step 1: Define your goal(s)

What outcomes is this strategy or tactic going to achieve?

What are your measurable objectives?

## Step 2: Define the parameters

Who are you are trying to reach? How do your efforts connect with those audiences to achieve the goal?

## Step 3: Define your benchmarks

Who/what are you going to compare your results to?

## Step 4: Define your metrics

What are the indicators to judge your progress?

## Step 5: Select your data collection tool(s)

## Step 6: Analyze your data

Turn it into action, measure again



# Step 1: Define the goals

- ▶ What return is expected? – Define in terms of the mission.
- ▶ Define your champagne moment. – If you are celebrating complete 100% success a year from now, what is different about the *organization*?
- ▶ *SMART*
  - ✓ Specific
  - ✓ Measurable
  - ✓ Attainable
  - ✓ Realistic
  - ✓ Timely



# Goals, Actions, and Metrics

Goal	Action	Activity Metric	Outcome Metric
Increase awareness of the mission/problem that needs solving	Create social campaigns that increase awareness	% of share of desirable media coverage and social media conversations about your organization & the issue	% increase in awareness
Increase in desired behavioral change or outcome	Use social media to build network of influencers to spread the word & add credibility	% increase in size of network % increase in influencer share of voice	% increase in desired behavior or outcome



# Step 2: Measurement can be messy, understand the parameters

- ▶ What are the organizational priorities and strategies?
- ▶ Who are you are trying to reach?
- ▶ How do your efforts connect with those audiences to achieve the goal?
- ▶ What influences their decisions?
- ▶ What's important to them?
- ▶ **What makes them act?**

Goal: Get the cat to stop howling



Strategy: Buy cat food



Options: Local? Cheap? Convenient?



# Step 3: Establish benchmarks

- ▶ Past Performance Over Time
- ▶ Think 3
- ▶ Whatever keeps your board up at night





# Step 4: Pick your Key Metrics

## The Perfect Key Metrics

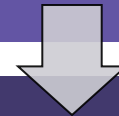
- ▶ Are actionable
- ▶ Are there when you need them
- ▶ Continuously improve your processes & gets you where you want to go
- ▶ **You become what you measure, so pick your metrics carefully**



# Definitions of “Success”

- ▶ Workshop defined the criteria
- ▶ All criteria linked back to the goals:

High Quality Media Coverage



Increased awareness of the problem



Movement up the engagement ladder



Increase in understanding of your mission

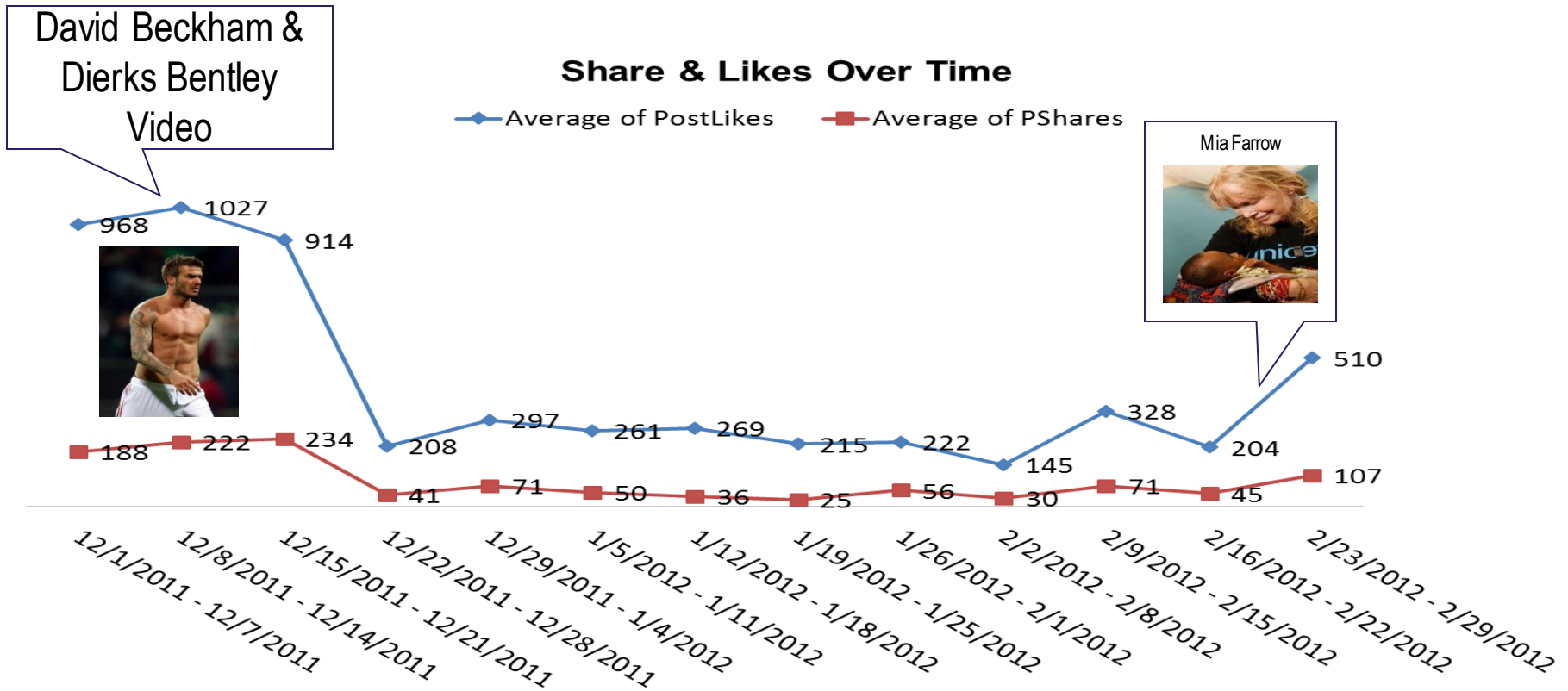
# Defining High Quality Coverage: The Quality Score

Desirable Criteria	Score	Undesirable Score	Score
Positive sentiment	1	Negative Sentiment	-2
Contains one or More Positive Messages	3	Contains one or more Negative Messages	-3
Event/Program is mentioned	2	No Event/Program is mentioned	0
Appears in Tier1 Media	2	Negative Mention in Tier1	-1
Third Party Endorsement	1	Recommends competition	-2
Contains a desirable visual	1	Contain undesirable visual	-2
<b>Total Score</b>	<b>10</b>	<b>Total</b>	<b>-10</b>

# Social Media Engagement Index

Action	Score
Like/Follow/Opens/+1	.5
Favorite or Opens or Views	1
Comment	1.5
Share content	2
Signs up to receive email or other owned content	2.5
Shares a link to an owned site	2.5
<b>Total</b>	<b>10</b>

# GWA's, Photos Drive Shares & Likes

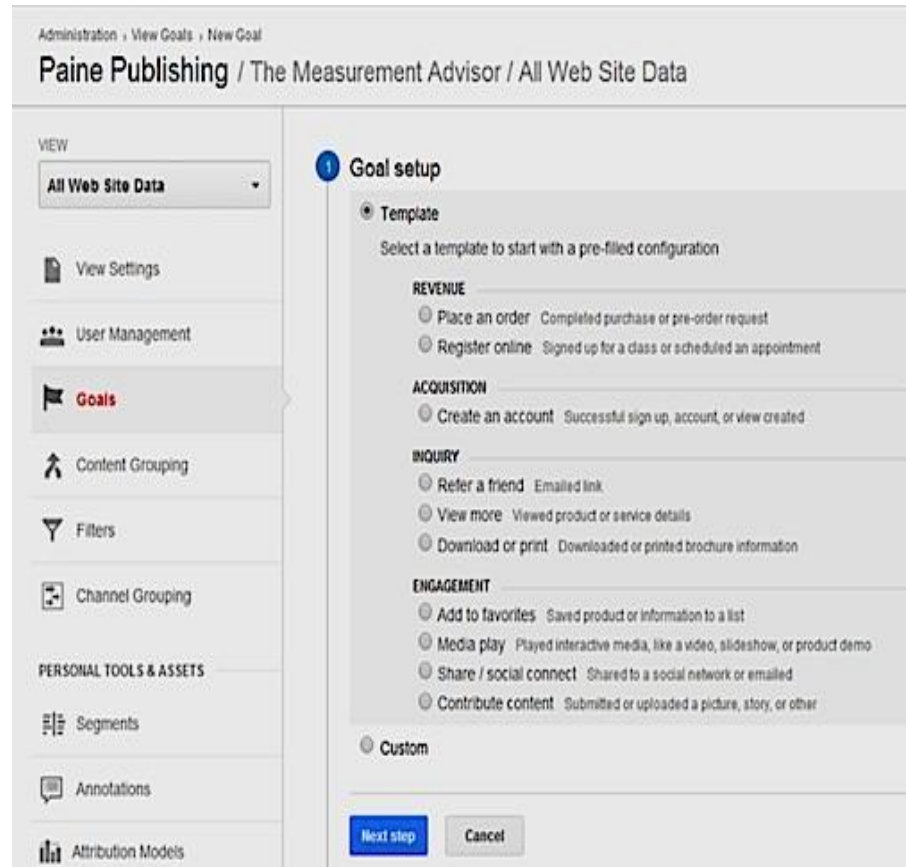


# Step 5: Selecting a measurement tool

Objective	KBI	Tool
Increase message communications	Increase percent of items containing one or more messages	Media Content Analysis (CyberAlert, Prime)
Increase awareness/preference	% of audience preferring your brand to the competition	Survey Monkey, Qualtrics, Survata
Engage marketplace	% increase in engagement on website and/or social sites	Unmetric, Simply Measured, Google Analytics, Site Catalyst, Network Analysis

# All the tools you really need

- ▶ Google Analytics
  - ▶ Ignore page views
  - ▶ Set up conversions
  - ▶ More recommendations [here](#)
- ▶ Excel
- ▶ Survey Monkey





# Step 6: Research without insight is just trivia



Just how many dashboards do you need to track one Twitter feed?



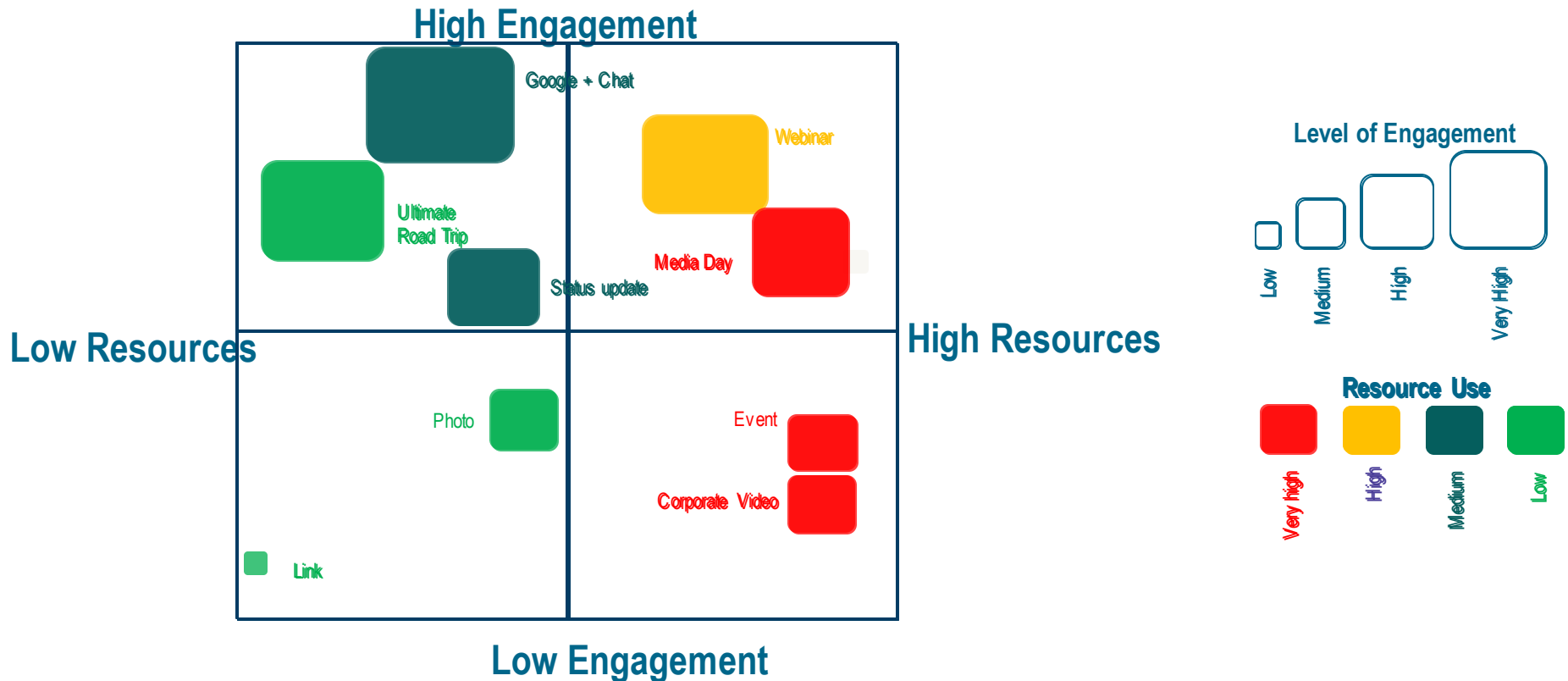
Yes, I know Molly only made the minimum donation to your social fundraising campaign. She's still coming to your birthday party.

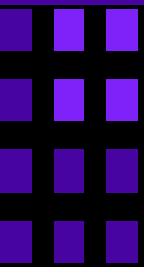
# Step 6: Research without insight is just trivia

- ▶ Ask “So What?” three times
- ▶ Rank everything from worst performing to best
- ▶ Use correlations to connect the dots
- ▶ Compare to last month, last quarter, 13-month average
- ▶ Move resources from what isn’t working to what is
- ▶ Be data informed, not data driven



# What gets the most bang for the buck?

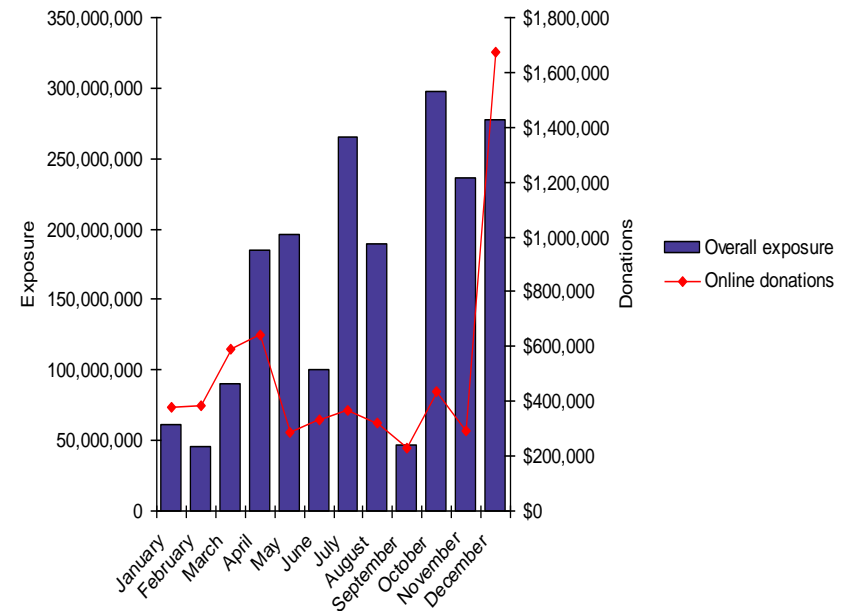
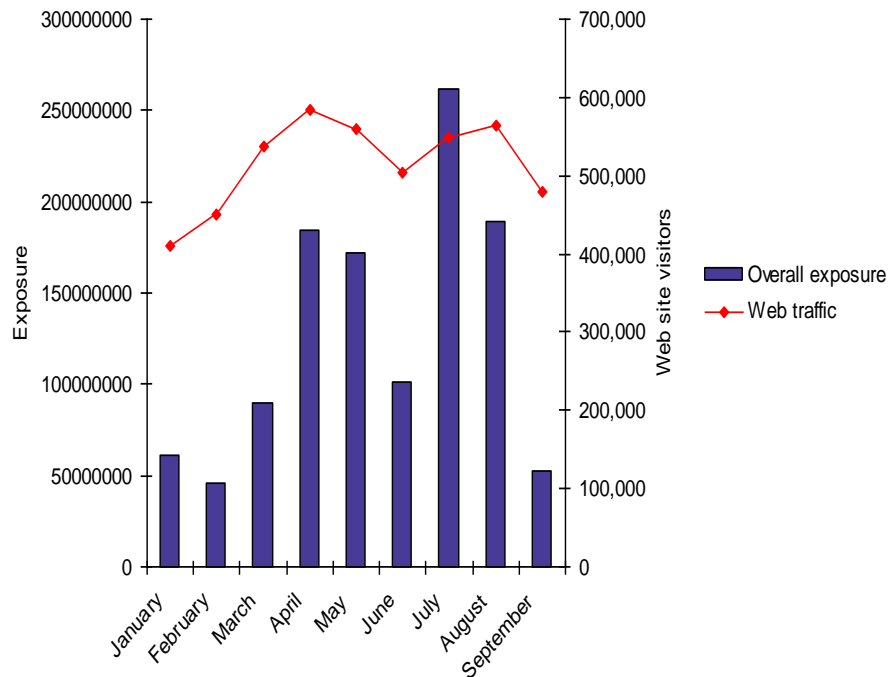




# Case Studies

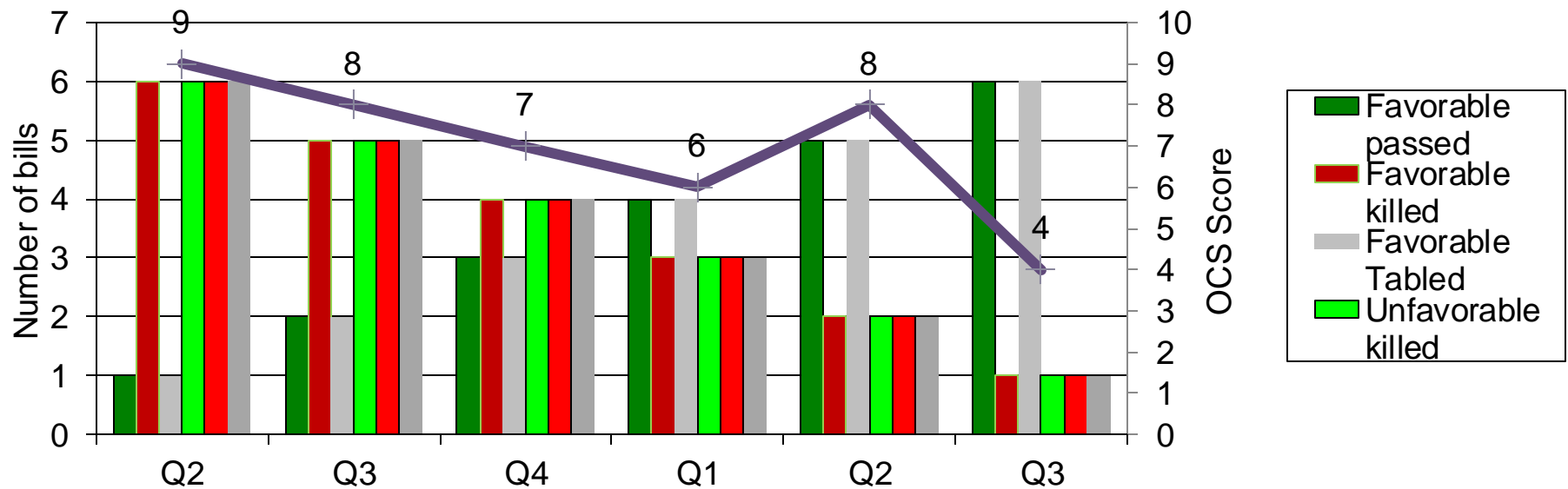


# Correlation exists between traffic to the ASPCA web site, donations, and the organization's overall media exposure

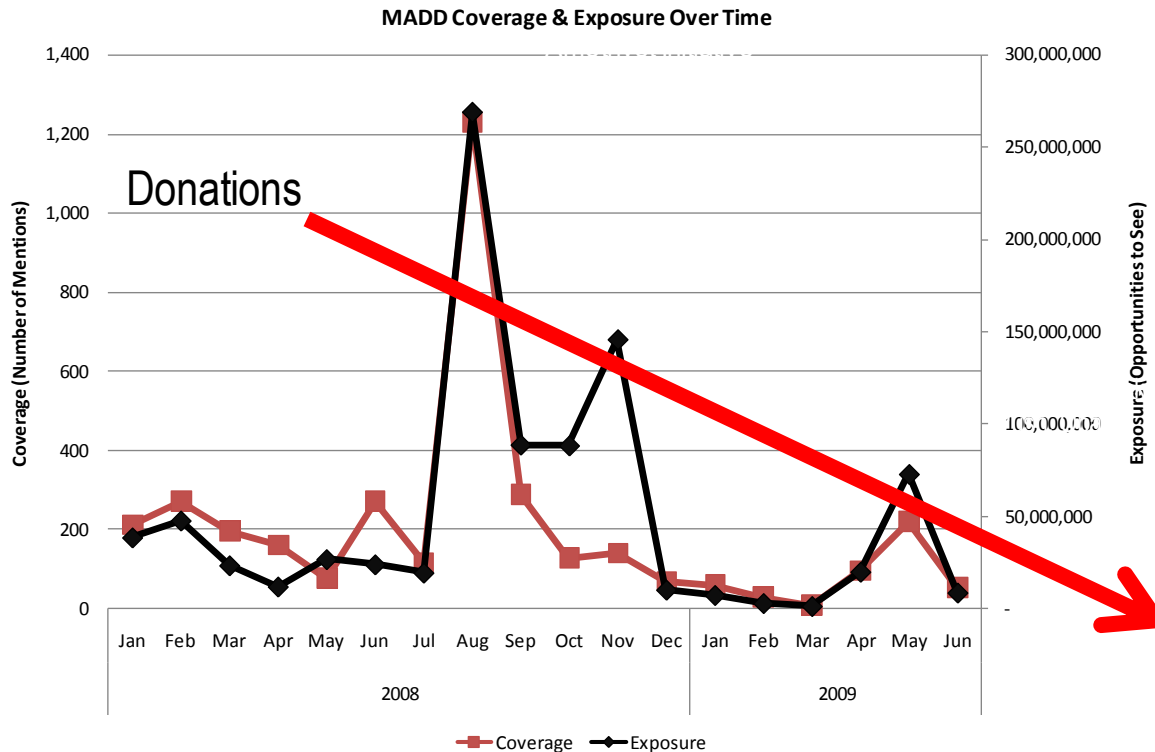


# Connecting the dots between media coverage and legislation

Relationship between OCS Score and Legislative success rate



# The Amethyst Initiative resulted in MADD's visibility reaching an all-time high, except...

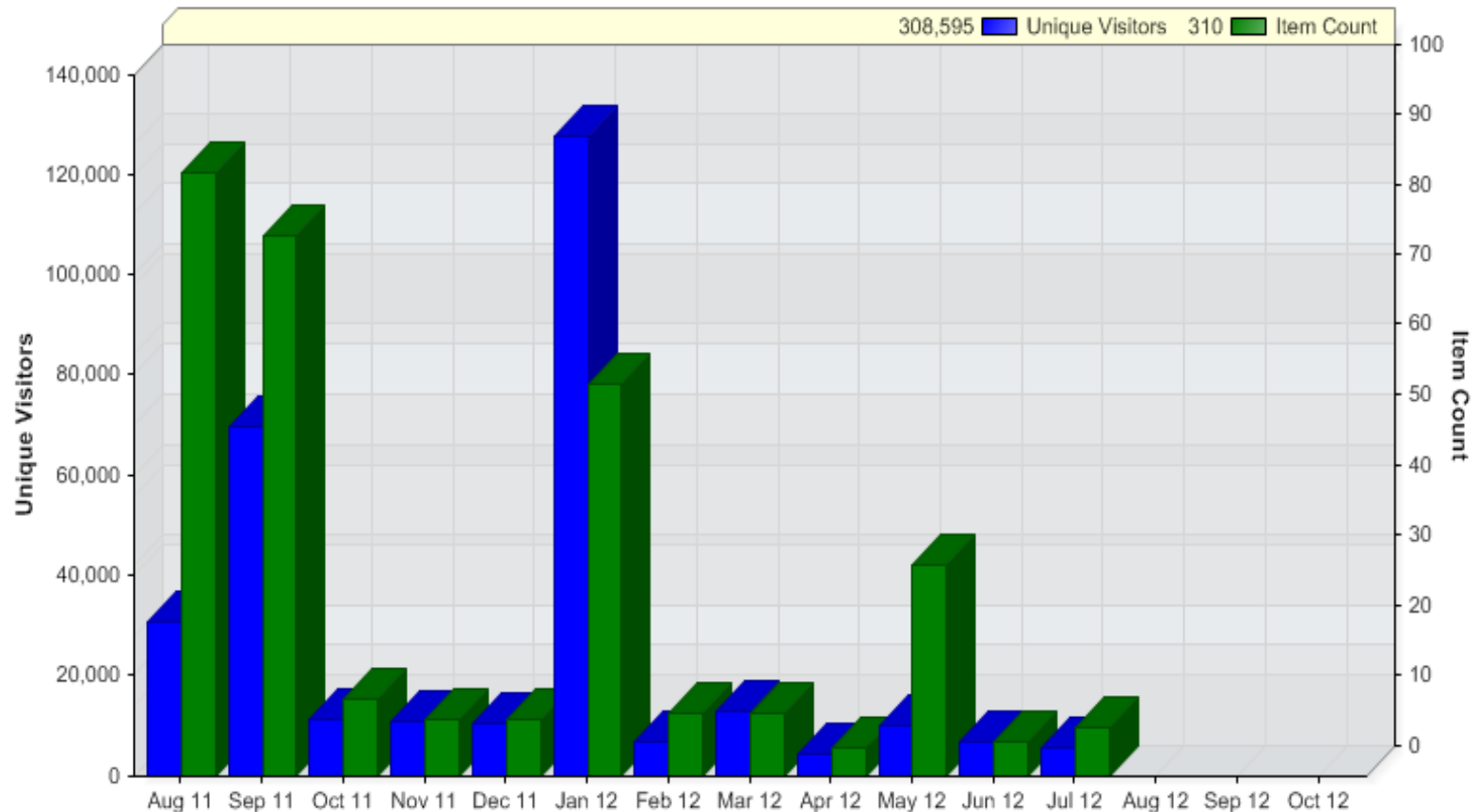


- ▶ Media exposure and coverage skyrocketed in August, 2008 thanks to Amethyst.
- ▶ Subsequent comparison of results showed that Amethyst controversy was least effective of all message in terms of revenue generation.

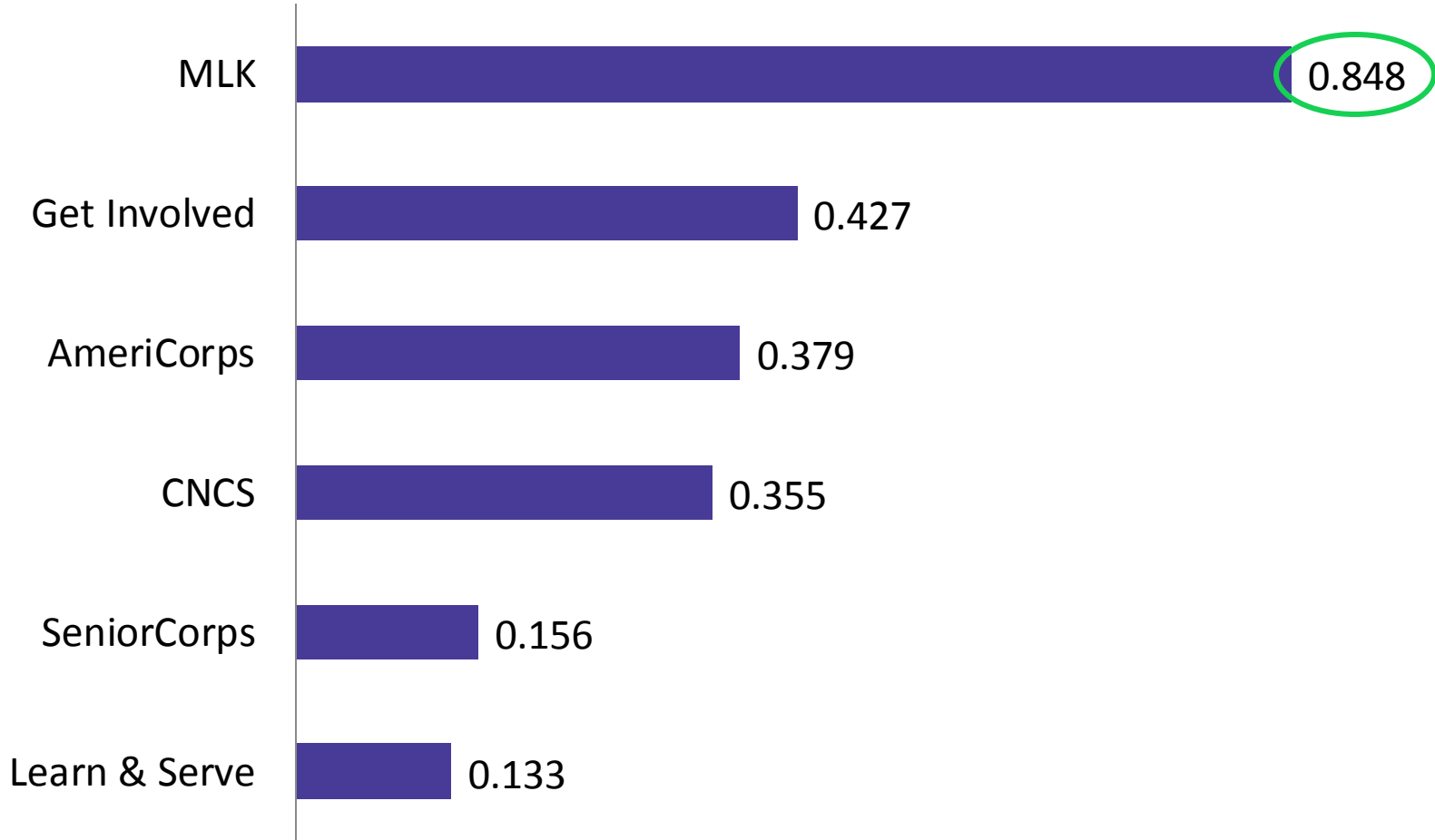


# White House Volunteerism Office (CNCS) is able to connect specific social outreach to registrations on serve.gov

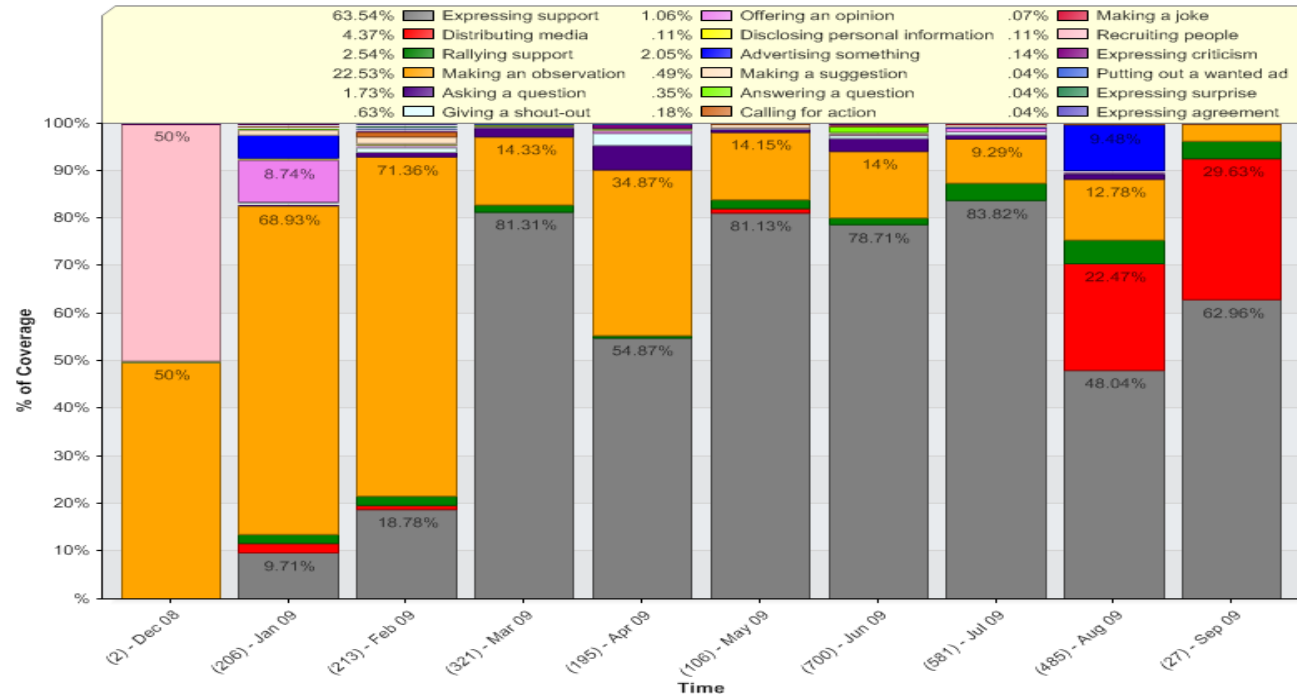
Retweets compared to Visitors to Serve.gov



# MLK saw the highest correlation of clips to visits

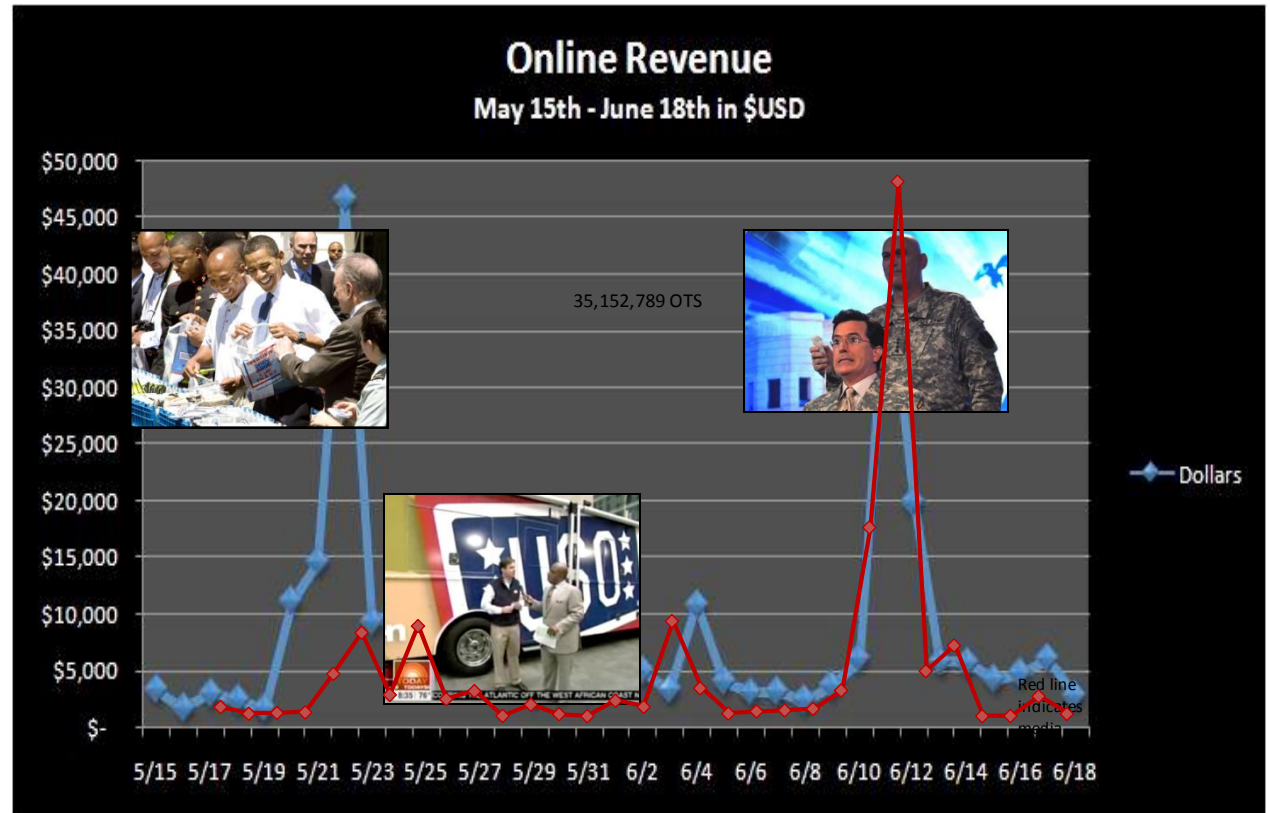
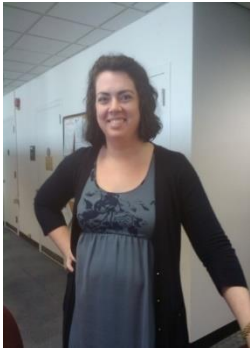


# Ask “So What?” 3 times, the ROI of Emily



After she began her social media efforts, the majority of conversations (represented by the color gray) started expressing support for the organization.

# “So What?” = Revenue



On a cost-per-donor, her social media efforts weren't just productive, they were far more cost-effective than traditional fundraising techniques.

# 10 Ways to find the Money for Measurement

1. Don't call it measurement – It's Research
2. Use your board members
3. Use volunteers
4. Spread the cost over 2 fiscal years
5. Reach out to universities
6. Take advantage of free stuff
7. Monitor only what matters
8. Narrow your Top Tier media list to what you CAN afford
9. Google analytics
10. Facebook Insights & Twitter Analytics



# Looking for guidance?

## Katie Delahaye Paine:

*Helping communications professionals define and measure success for 25+ years.*

- Founder of:
  - The Delahaye Group
  - KDPaine & Partners
  - Paine Publishing (CEO)
- Author of:
  - [Measuring the Networked Non-Profit](#)
  - [Measure What Matters](#)
  - *Measuring Public Relationships*

## Paine Publishing:

*Providing communications professionals the knowledge and information they need to navigate the journey to good measurement.*

- [Tutorials](#)
- [Consulting](#)
- [The Measurement Advisor](#) newsletter
- [Blog](#)
- Check out [Katie's speaking schedule](#)

# Thank You!

- ▶ For more resources on measurement, check out Paine Publishing's [Measurement Mall](#)
- ▶ For a copy of this presentation or for any questions, email me at [measurementqueen@gmail.com](mailto:measurementqueen@gmail.com)
- ▶ Follow me on Twitter: [@queenofmetrics](#)
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