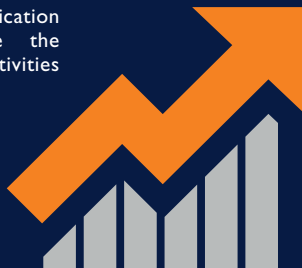


GUIDELINES FOR THE MEASUREMENT OF PUBLIC RELATIONS

2014 Edition

Framework document for use by communication professionals who wish to measure the effectiveness of their public relations activities and their related investments.



With contributions from

*Pascale Azria (Kingcom),
Stéphanie Bertrand (Syntec Conseil en Relations Publics),
Anthony Courtat (Com'II/O),
Benoît Désveaux (Le Public Système),
Marie Garaud Delautier (Influelse),
Dimitri Granger et Charlotte Letondot (Publicis Consultants),
Thomas Marko (Thomas Marko & Associés),
Sonia Metche (Kantar Media), Arnaud Roy (Augure),
Karine Sarre (Boracay),
Arnaud Steinkuhler (L'Argus de la Presse),
Benoît Volatier (Occurrence),
Thierry Wellhoff (Wellcom).*

With support and proofreading courtesy of

*Dominique Candellier et Claudie Voland-Rivet (UDA),
Frédérique Pusey (Synap), Sophie Cornet (IPC), Laurence
Beldowski et Gaëlle Philippart (Communication & Entreprise)
and Cécile Deparis (Groupe Seb)*

amec



occurrence



**Communication
et Entreprise**



**union des
annonceurs**

synap



**SYNTEC Conseil
en Relations Publics**



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FOREWORD

THE RELEVANCE OF MEASUREMENT

In French, «relations publiques» has been replaced by «relations publics» ! By correcting an inexact translation of the English term Public Relations, the profession has wanted to highlight the true expertise of its activities, starting with **the unique ability of public relations to start conversations with opinion leaders and formers via traditional, online and social media.**

This expertise, which is at the heart of public relations activities, benefits from the keen and constantly renewed interest shown by both companies and institutions.

What could be more legitimate ?

Beyond their capacity to generate visibility, **public relations make it possible to respond to the strategic challenges of corporate communication and/or marketing.** Using exclusive strategies, relaying interesting and attractive content, public relations make it possible to **influence public opinion and create trust.** A highly tactical topic at a time when the question of reputation (whether in terms of brands, companies, institutions or even individuals) is now at the forefront of all managers' minds.

Visibility ? Content ? Indexing ? Attachment ? Opinion ?

Qualitative as well as quantitative questions that the entire profession has set itself the task of making more rational, at least in their estimation. To move away from current practices, which are too disparate, and to meet legitimate expectations, stakeholders within companies as well as agencies will thus have the measurement means to clearly and confidently understand their performance.

Communication and public relations professionals have everything to gain by sharing common indicators. This is now the done thing. These guidelines will be crucial for all those who want to have clear and pragmatic guidelines for assessing their relationships with their publics and evaluating the reputation of brands and companies for which they are responsible.

Thierry Wellhoff

Chairman of Syntec Conseil en Relations Publics

PUBLIC RELATIONS :

DEFINITION

Organisations -- whether public or private, commercial or non-profit -- that cannot help but interact with a wide range of audiences who have an influence on their activity and sustainability. Some of these stakeholders have a direct, usually contractual, link to them. This is the case for employees, shareholders, customers and suppliers, but also, in different capacities, professional organisations, public and administrative bodies, non-governmental organisations and not to mention the business as a whole.

In addition to these stakeholders, some publics such as journalists, analysts or even bloggers have an influence on the image and reputation of the organisation through the expression of their opinions in the public arena.

Organisations are naturally more exposed to the risk of opinion when relationships are non-existent, poor or lacking trust. On the other hand, organisations that know how to establish and maintain fruitful and long-lasting relationships with key players within their ecosystem build capital that is useful to their economic development and social acceptance.

This is exactly the mission of public relations to manage all relationships that structure how organisations interact with their internal or external, direct or indirect stakeholders.

HOW SHOULD THESE GUIDELINES FOR THE MEASUREMENT OF PUBLIC RELATIONS BE USED ?

Measuring the results of a public relations campaign remains a delicate issue, with each advertiser and each agency using its own method and/or indicators.

This document aims to offer common guidelines for measurement tools and methods and to lay down a framework that advertisers and agencies can draw upon to set specific and measurable goals for their operations.

It takes its inspiration from foreign practices by incorporating, in particular, standards defined by AMEC (International association for the measurement and evaluation of communication) so that it can be integrated into the measurement issues of French and international organisations.

In this context, the decision was made not to integrate advertising value equivalency as a measurement tool. Besides, it would be very surprising to measure the performance of public relations that essentially target visibility, influence and reputation using advertising tools focussing primarily on notoriety, recognition and image.

Therefore, the indicators examined in this document apply to public relations and in particular media relations and influence relations on social networks.

They can be broken down into four categories :

- A) **VISIBILITY & CONTENT** INDICATORS
- B) INDICATORS OF **RELATIONSHIPS WITH ONLINE PUBLICS**
- C) **OPINION** INDICATORS
- D) **BUSINESS** INDICATORS

In summary, the measurement of the results of public relations campaigns must be tailored and considered in terms of their goals and a single measurement should not be the only way to quantify the results of different types of possible operations.

These measurement guideline will be steadily expanded as public relations practices evolve, always with a view to demonstrating the effectiveness of these approaches. Thus, we will open a discussion forum for the sharing of ideas and best practices:

www.referentiieldelamesure.com

A table entitled «indicators and formulas» summarises the definition and calculation method for each proposed indicator.

*[*] To facilitate reading, words with an asterisk are defined in the glossary at the end of the document.*

A. GENERAL INDICATORS OF VISIBILITY* AND CONTENT*

One objective of «media relations» is to obtain qualified visibility for a company, brand or product in the media, whatever the medium (press, audiovisual, magazine, internet, etc.). Before measuring the effect of this visibility* on the public (next point), it is necessary to assess how the media transmitted a message. Depending on the aims of your operation, several approaches may be combined to quantify these results :

MEASURING VISIBILITY*

• GLOBAL VISIBILITY

The **first stage** of measuring visibility consists of quantifying the number of times that a communication has potentially been **in contact with the public**. It is then a question of establishing the «**number of occasions to see***» and the «**number of occasions to hear***» for a communication by identifying all media hits generated by the campaign and combining all of the audiences*.

• WEIGHTED VISIBILITY

Because a sentence in an article mentioning a brand does not offer the same visibility as a full page spread in this same newspaper (or a radio broadcast lasting just a few seconds does not have the same impact as a full programme dedicated to the subject), a **second stage** of measuring visibility* may consist of taking into account **the media space*** occupied by a communication.

The opportunity to see* for each media hit will therefore be weighted on the basis of the relationship between the occupied media space and **the reference value of the medium** (page percentage, length of audiovisual broadcast, etc.).

Please note : a media hit generated by media relations is supported by the influencer who wrote it and therefore constitutes more qualitative content on the brand than a simple advert.

EXAMPLE

For a $\frac{1}{2}$ **page** media hit in le Figaro, the **«weighted opportunity to see»** corresponds to Figaro's readership divided by the media space of the hit, so :

$$\begin{aligned} & 1,191,000 \text{ (Figaro's readership according to Audience One) } \times \frac{1}{2} \\ & = 595,500 \text{ weighted OTS*}. \end{aligned}$$

An indicator of the estimated **«cost per contact*»** of a public relations campaign may be established by calculating the ratio between the actual budget dedicated to a media relations operation and the «opportunities to see» generated by this over a given period.

Possibly expressed on the basis of 1,000 contacts (CPT = cost per thousand), this indicator can be compared to other forms of communication, particularly marketing.

EXAMPLE «COST PER THOUSAND» (CPT*)

For a public relations campaign costing €40,000 and generating €347,000,000 opportunities to see* (OTS), the cost per thousand contacts* would amount to :

$$\begin{aligned} & (\text{€}40,000 \times 1,000) / 347,000,000 \\ & \text{which is 1 CPT of €0.12} \end{aligned}$$

CONTENT MEASUREMENT*

- CONTENT

The first step in measuring content consists of taking into account **the repetition by the media of messages** communicated by the company, brand or institution. This step involves defining its key messages* upstream of the communications campaign and searching for them in media extracts mentioning the communications operation.

- QUALIFIED CONTENT

A second step may consist of **establishing the quality of the messages conveyed to the public based on the tone** : positive, negative, neutral or mixed of the discourse.



EXAMPLE

Client : Haute Joaillerie XAC

Magazine : Marie Claire - October 2010

Key messages to convey :

- Mentions of the brand name and the designer's name (and its origin)
- Repetition of the media kit (visual of the jewellery, portrait of the designer)
- Highlighting the flagship product (and description of the «components» of the collection)
- Repetition of telephone numbers

Other messages that may covered and which have not been mentioned in this example :

- Website
- Creative stakeholders/positioning

B. GENERAL INDICATORS OF RELATIONSHIPS WITH ONLINE PUBLICS

Whilst press articles, radio or TV broadcasts only exist at the time of reading, listening, etc., the digital era has brought with it two new features for those who want to measure the effectiveness of a public relations activity.

WEB INDEXING

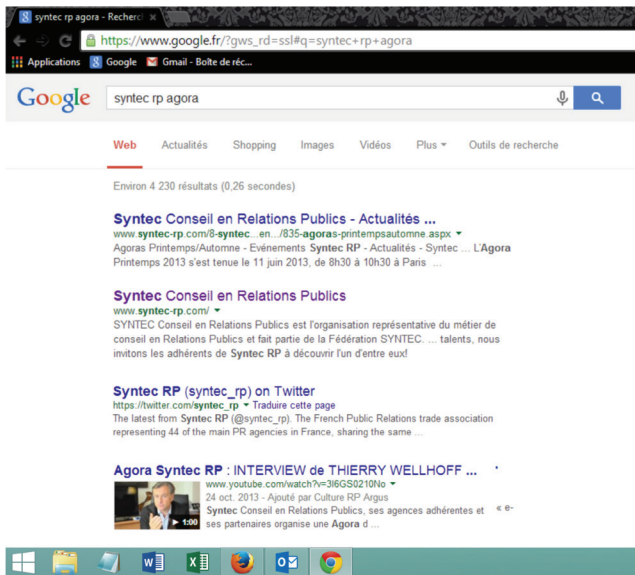
The events that dominate a brand's news generate data that is accessible online. Also, based on the widespread and automatic tendency of internet users to «google» a subject using a search engine or social network, special attention should be paid to the image* that an internet user may form of this brand via **search engines**.

When searching for a brand (for example), search engines highlight documents managed by the brand (website, blog, etc.), content on which it has a potential influence* (articles from online media, key bloggers, etc.) and finally opinions on which its influence* will be weak or non-existent, that is to say counter-productive (combination of critics, opponents, etc.).

Please note : our remarks relate to influence strategies, buying links or ads is not discussed here.*

We should also take into account the brand's indexing work on the market's keywords (and not just in relation to the brand itself). Indeed, the penetration of the content thereof into semantic clouds and that the brand is listed above its competitors in search results are crucial issues to which public relations contribute heavily.

Finally, the production of content generated by users via blogs or YouTube, product tests, thematic and/or editorial partnerships ... contribute to brand visibility and preference.



EXAMPLE

Indexing the Syntec Conseil en Relations Publics trade union following a media campaign of its Agoras :

- Number of results in the top x results of a search
- Visible content below the title in search engines
- On social networks: content shown on Twitter and/or Facebook

ATTACHMENT*

Since brands develop their content* on the web and use media and social networks (blogs, Twitter, Facebook, etc.) to establish an audience* and to develop new interactions* with publics, the question of how to measure the effectiveness of these operations is raised.

Here too, the web makes it possible to quantify this interaction*, to know the origin of it and to qualify these relationships.

The measurement indicators available are numerous and varied depending on the platforms and tools used. Before the launch of the public relations campaign, brands need to establish a «benchmark» measurement that will serve as a reference point for evaluating their impact and progress.

Please note : PR activities may have an immediate or delayed impact that should be measured as a whole, with the reference (and starting) point being the public relations activities.

EXAMPLE

An influencer sings the praises of a product and creates a buzz several months after the presentation of a product during a public relations operation.

The impact can be described as delayed but measurable with the starting point being the public relations activity.

We can group attachment indicators into three broad categories :

INTEREST
INDICATORS

INTERACTION
INDICATORS

EXPANSION
INDICATORS

• INTEREST INDICATORS*

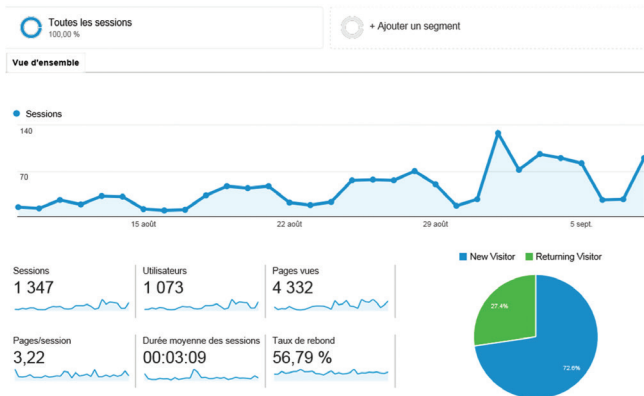
Visiting a website after reading an article, signing up to a newsletter, becoming a follower of a page and opening a Twitter account may all be indicators of an internet user's interest in a brand.

Depending on the means of implementation, these results may be connected to a public relations operations (in cases where only public relations operations are implemented). In other cases, when the marketing mix is more developed, we would need to measure the global impact on attraction for the brand (as the specific role of public relations would be difficult to pinpoint).

However, the retention rate of the audience* acquired from a Twitter account or Facebook page for example, can be measured specifically. In effect, if these media or social networks are led by public relations professionals, the quality of the content* and its pertinence in relation to the expectations of its community will be rewarded by loyalty to this content*.

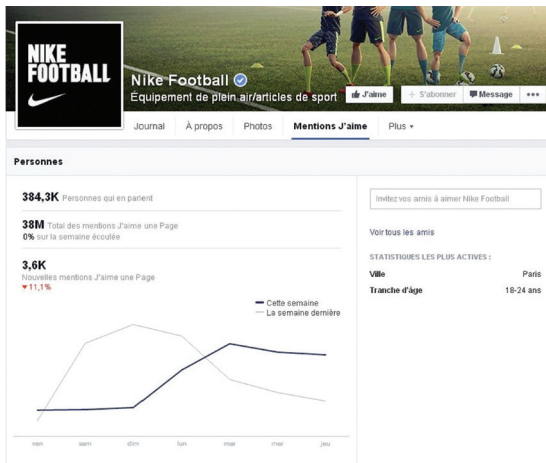
EXAMPLE

- Evolution of the number of visits to a blog managed by a company



EXAMPLE :

- Evolution of the number of visits to a page managed by a company



- Evolution of the number of subscribers to a Twitter account managed by a company



• INTERACTION INDICATORS*

Beyond interest that leads to the contact with the company, measuring interaction* with its public is an indicator of the importance and nature of this relationship.

From a single reaction to brand content, the intensity of the relationship can evolve to engagement. Thus, the internet user becomes an ambassador for the brand through his/her involvement in the creation of content, in discussions with publics, by having an influential role in such discussions and sometimes even by becoming one of its ardent defenders in crisis situations.

EXAMPLES OF DIRECT INTERACTION INDICATORS :

- Number of likes* and shares of posts published **by** the company over a period
- Number/nature of **direct** requests via Twitter
- Number/nature of comments following content published **by** the company

Example of the calculation of the engagement rate on a company's Facebook page

Scenario 1 : On a brand/company's Facebook page with 50,000 followers, the publication of a single post that generates 24,000 reactions has an engagement rate of : $24,000 \times 100 / 50,000 = 48\%$

Scenario 2 : On this same brand/company's Facebook page with 50,000 followers, the publication of 3 statuses that each generate 8,000 comments benefits from an engagement rate of : $24,000 \times 100 / 50,000 \times 3 \text{ statuses} = 16\%$

EXAMPLES OF INDIRECT INTERACTION INDICATORS :

- Number/nature of comments following publications **about the** company
- Number/nature of **RTs*** about the company and posted by an account other than that belonging to the company

Example of the calculation of the indirect engagement rate for the company

Scenario 1 : On Facebook, the publication of a post about the company/mentioning the company's page by a media page with 50,000 followers and which generates 5000 shares has an engagement rate of : $5,000 \times 100 / 50,000 = 10\%$

Scenario 2 : On Twitter, a tweet about the company/mentioning the company's account by a media account with 25,000 followers and which generates 2,000 RTs has an engagement rate of : $2,000 \times 100 / 50,000 = 8\%$

• EXPANSION* INDICATORS

Measuring the «recommendation» rate of its public gives an engagement and virality* indicator which may also be useful to monitor.

Please note: these indicators may already be subject to monitoring as «interaction indicators» (see above). They are suggested again here but grouped together with the idea of quantifying a wide audience and not just the degree of interaction.*

EXAMPLES :

- Number of RTs* of company posts (if it has a blog for example)
- Number of reactions, (Facebook likes, shares and comments)/number of followers and weighted by the number of posts
- Tweet reach/number of followers and weighted by the number of tweets

Example of an expansion indicator proposed by LinkedIn, on the user's post :



C. GENERAL INDICATORS FOR MEASURING OPINION*

When a media relations operation and social networks aim to change opinion* on a subject, for example develop notoriety* and preference for a brand or product, generate sympathy towards a company, manager or politician, it is necessary to measure the evolution of opinion*.

In order to quantify the results obtained, we first need to interview and/or listen to individuals via surveys, and /or measure the expression of their opinions (comments, blogs, forums, social networks, etc.), ensuring that we determine :

• THE EVOLUTION OF OPINION*

The opinion* indicator consists of measuring the associated notoriety and/or image characteristics **before and after** a public relations campaign.

Therefore, the opinion* indicator requires the establishment of a «benchmark» measurement before the launch of the campaign that will serve as a point of reference for measuring a public relations operation's impact on opinion and the evolution thereof through successive surveys.

• MESSAGES

Like the indicators for measuring media content*, it is necessary to establish key messages/image characteristics that were defined as campaign objectives and to measure their evolution.

Moreover, as public relations as a strategy generally forms part of the «marketing mix» and thus is used alongside other means of communication (advertising, direct marketing, etc.), we must be sure to establish a measurement that quantifies the specific messages conveyed by the public relations campaign.

• PUBLICS

As not all publics are necessarily targeted by a public relations campaign, we need to develop a profile of the populations to be questioned/monitored, or of the places where a community or communities express themselves online, in order to measure the potential evolution of populations becoming sensitised by the campaign.

EXAMPLE

Like for like comparisons before/after are useful for identifying the PR leverage.

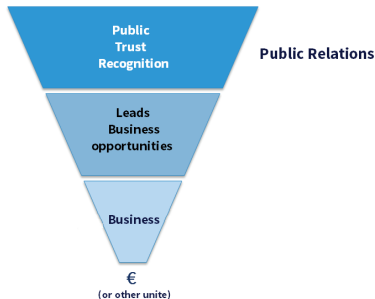
Publics	Measurement of opinion before the campaign = «benchmark» measurement
Poll/survey of the general public (survey of a representative sample of the French population)	<ul style="list-style-type: none"> • % of the French population claiming to know the brand • % of the French population having heard of the specific message xxx • Image characteristics associated with the brand (e.g. innovative, responsible, old-fashioned, etc.) • Etc.
Poll/survey among journalists (survey conducted a panel of journalists likely to communicate the message XX)	<ul style="list-style-type: none"> • % of journalists claiming to know the brand • % of journalists having heard of the specific message xxx • Image characteristics associated with the brand (e.g. innovative, responsible, etc.) • Preferred tools for communicating about the brand and the specific message XX (press lunch, open day, interview with the director, etc.) • Means of promoting the brand in terms of PR (quality of visuals, reactivity of the PR department, using social networks, originality, transparency, etc.) • Etc.
Analysis of the online opinion of internet users (analysis of a corpus of spontaneous comments collected from forums, social networks, etc .)	<ul style="list-style-type: none"> • Portion of positive opinions versus negative or neutral opinions • Subject of positive and negative comments • Existing comments on the specific message XX • Image characteristics associated spontaneously with the brand by internet users (e.g. innovative, responsible, old-fashioned, etc.) • Etc.
Analysis of the opinion of the company/organisation's customers	<ul style="list-style-type: none"> • Brand recommendation rate by its clients: desire to recommended the brand/likelihood of recommending the brand (critics, promoters and those with no opinion either way)

PR campaign	Measurement of opinion after the campaign = measurement of the evolution of notoriety = measurement of the effectiveness of the PR campaign
Campaign aiming to develop the notoriety of the brand around the message xx	<ul style="list-style-type: none"> • % of the French population claiming to know the brand • % of the French population having heard of the specific message xxx • Image characteristics associated with the brand (e.g. innovative, responsible, old-fashioned, etc.) • Etc.
Campaign aiming to develop the notoriety of the brand around the message xx	<ul style="list-style-type: none"> • % of journalists claiming to know the brand • % of journalists having heard of the specific message xxx • % of journalists having written about the specific message xxx • Image characteristics associated with the brand (e.g. innovative, responsible, etc.) • Quality of tools used by the PR department to communicate about the brand and the specific message XX (press lunch, open day, interview with the director, etc.) • Brand news collected over the last three months • Etc.
Campaign aiming to develop the notoriety of the brand around the message xx	<ul style="list-style-type: none"> • Portion of positive opinions versus negative or neutral opinions • Subject of positive and negative comments • Comments on the specific message XX • Image characteristics associated spontaneously with the brand by internet users (e.g. innovative, responsible, old-fashioned, etc.) • Etc.
Campaign aiming to develop the notoriety of the brand around the message xx	<ul style="list-style-type: none"> • Brand recommendation rate by its clients: desire to recommended the brand/likelihood of recommending the brand (critics, promoters and those with no opinion either way)

D. GENERAL INDICATORS FOR MEASURING «BUSINESS»

For both public relations professionals and their customers, being able to develop a connection between public relations activities and the company's business has become a **strategic issue**.

Ahead of the business contribution for a company, the public relations activities will create a qualified audience for the company, a relationship of trust with its publics and recognition of its services/products: **several indicators can summarise the impact of these public relations activities on the company's business contribution.**



FROM PROSPECTING TO LOYALTY

An increase in the visibility of a brand combined with an increase in the attachment that it creates leads to an increase in the number of business leads gained by the company.

A high conversion rate of these business leads (into sales, donations, etc.) may then be interpreted as a **reflection of good audience targeting by the public relations campaign.**

In contrast, a low rate may be a symptom of the audience being incompatible with the objectives of the campaign.

Please note: An increase in the number of leads combined with a decrease in the conversion rate may have a devastating impact on the company: on the one hand, it will not generate added value and on the other it will increase the processing costs of the leads in question.

EXAMPLES :

- Evolution of requests for quotation
- Evolution of the number of incoming calls
- Evolution of tender requests
- Evolution of telephone or website contacts
- Evolution of the number of content downloads
- Evolution of the number of donations
- Evolution of the client recommendation rate

For many companies, the main challenge is not just conquering new prospects but retaining existing customers. Here again, the work of public relations to develop a strong attachment to the brand, convey transparency and generate trust are **key factors in increasing a retention rate.**

The same reasoning can be applied to other company stakeholders (employees, partners, suppliers, etc.).

TURNOVER AND MARKET SHARE

The evolution of the turnover must be monitored and more specifically its temporal correlation with public relations campaigns. This indicator must be supplemented with an analysis of the evolution of the market share.

In a growing market for example, it is possible for a company's sales to increase whilst its market share decreases. This phenomenon may be a reflection of a loss relating to brand attachment in comparison to its competitors, and therefore the result of a deficiency in the public relations strategy, whilst the company is in the black.

SHARE PRICE FLUCTUATIONS

We can all remember times when reputation crises have had a devastating effect on share prices (BP crisis, United Airlines, etc.). Likewise, we might consider that an **improvement in a company's reputation leads to an increase in its value through its intangible assets** and contributes directly to an increase in the share price.

EXAMPLE :

A public relations agency conducts a study on the use of social networks by CAC40-listed companies and makes it available for free download on its website, simply asking the internet user to complete a form beforehand.

Following a Public Relations campaign, the study is mentioned in specialised media and blogs, and is a huge success on social networks. The articles and blogs concerned contain a link to the study's landing page*, generating total traffic of 900 visits and 400 downloads.

400 corresponding leads are qualified by the marketing department, which identifies 90 opportunities among them which are immediately sent to the sales department.

3 months after the campaign, the sales department has signed 5 new accounts for a total annual budget of €175,000 for the agency.

If the production costs of the content and the public* relations campaign* were €20,000, the Return on Investment from the campaign will be:

ROI

= Revenue generated by the campaign/ Cost of the campaign

= 175.000 / 20.000

= 8,75

In other words, each euro invested in the public relations campaign returned €8.75 in terms of sales.

* For a precise margin analysis, you should also integrate marketing and sales costs

INDICATORS AND FORMULAS

INDICATORS FOR MEASURING **VISIBILITY** AND **CONTENT**

Indicators	Formulas
Global visibility	Investment = cost of the campaign/potential cumulative audience Volume = number of media hits generated by a campaign
Weighted visibility (example p.11)	Investment = cost of the campaign/opportunities to see (depending on the reference value of the media)
Content	Repetition rate of key messages = number of media hits conveying key message No. 1/total number of media hits Volume of posts by the company/the brand
Qualified content (example p.13)	Tonality = number of positive media hits/total number of media hits Useful formula for the portion of positive, negative, neutral and mixed media hits

In order to standardise the evaluation of public relations campaigns, the profession is working together to establish methodological standards. These standards, included here as an appendix, thus create «methodological» guidelines that aim to identify and evaluate key public relations indicators.

Advantages	Limitations
<ul style="list-style-type: none"> • Easy to understand • Rhythm of your activity (outside of a crisis) • Comparable to other communication techniques 	<ul style="list-style-type: none"> • Strictly quantitative; no consideration of the content («good» or «bad» media hit) • Random and heterogeneous reliability of audience data • The potential audience is generally the audience of the media and not the effective audience of the hit • Does not integrate the notion of useful contacts: all contacts are considered to be pertinent • Totally unsuitable in the event of a crisis (when it is a question of limiting visibility) • Ignores the periodicity of the media
<ul style="list-style-type: none"> • Requires a ranking of media targets based on the objectives of the campaign 	<ul style="list-style-type: none"> • See «limitations» of visibility indicators above
<ul style="list-style-type: none"> • Takes into account the content of each media hit • Requires key messages to be well defined and even prioritised 	<ul style="list-style-type: none"> • Has an essentially qualitative aim: partial consideration of the tone of the content («good» or «bad») • Requires a more in-depth qualitative analysis • Sometimes difficult to objectivise key messages (partial repetition, partial misrepresentation, etc.)
<ul style="list-style-type: none"> • Enables the integration of a qualitative performance indicator into the ROI 	<ul style="list-style-type: none"> • Requires a more in-depth qualitative analysis

GENERAL INDICATORS OF RELATIONSHIPS WITH **ONLINE** MEDIA AND PUBLICS

Guidelines	Possible formulas
Indexing (example p.15)	<ul style="list-style-type: none"> • Number of documents resulting from a direct or indirect public relations activity in the x first search engine results • Through monitoring tools • Visible content below the title in search engines • On social networks : content shared on Twitter and/or Facebook
Attachment	<ul style="list-style-type: none"> • Attachment comprises the interest, interaction and expansion indicators below
Interest (examples p.17&18)	<ul style="list-style-type: none"> • Number of visits to a blog managed by the company • Number of contacts made via a dedicated form • Number of visits to the company's website originating from any channel • Number of followers of a page managed by the company • Number of followers of a Twitter account managed by the company • Subscription/withdrawal rate • Number of links mentioning the site/blog • Number of bloggers wanting to join the company's blog community • Bounce rate of a site or content

Advantages	Limitations
<ul style="list-style-type: none"> • Helps to improve your company's SEO by getting the endorsement of influencers • Enables the optimisation of the tagging (header, alt, picture, Google Authorship), structure and description of content 	<ul style="list-style-type: none"> • Limited period of time • Requires a good knowledge of SEO[*] mechanics and current and changing Google rules
<ul style="list-style-type: none"> • Enables the analysis of the vitality/quality of your community and the virality of your campaigns 	<ul style="list-style-type: none"> • Requires the analysis of what exists before launching the campaign/activity • Requires a good knowledge of your community and stakeholders to determine your attractiveness/resonance capacity
<ul style="list-style-type: none"> • Monitoring this enables variations to be correlated with activities/campaigns and the SEO and content strategy to be optimised on an ad hoc basis • Enables the source of traffic to be tracked and qualified (supporters, followers, critics) 	<ul style="list-style-type: none"> • Be sure to differentiate between these results and a potential follower campaign, paid posts ... which may have taken place at the same time, so that you can be sure of the true reach of the activity/online PR campaign

Guidelines	Possible formulas
Interaction (example p.19)	<ul style="list-style-type: none"> • Numbers of likes*, shares and comments relating to posts published by the company over a given period • Number/nature of direct requests via Twitter • Number/nature of comments following content published by the company • Number/nature of comments following publications about the company • Number/nature of RTs* about the company and posted by an account other than that belonging to the company
Expansion (example p.20)	<ul style="list-style-type: none"> • Number of RTs* posted by a company over a period • Number of followers affected by the RTs* mentioning the company • Number of RTs* of company posts (if it has a blog for example) • Number of Facebook shares • Number of reactions, (Facebook likes, shares and comments)/number of followers and weighted by the number of posts

GENERAL INDICATORS FOR MEASURING OPINION

Guidelines	Possible formulas
Evolution of opinion (example p.22&23)	<p>BEFORE - Survey, opinion poll To measure notoriety and image</p> <p>AFTER - Survey, opinion poll To measure variations in notoriety and image after the campaign</p>

Advantages	Limitations
<ul style="list-style-type: none"> • Enables the measurement of the attractiveness of the activity/campaign • Enables the analysis of the audience's perception of the activity/campaign 	<ul style="list-style-type: none"> • A quantitative indicator that only has pertinence for pre-determined objectives • Is only powerful if a post-campaign report is carried out
<ul style="list-style-type: none"> • Enables the measurement of your community's vitality • Enables the measurement of your campaign's vitality 	<ul style="list-style-type: none"> • In relation to volume be sure to check the number of accounts that are actually active

Advantages	Limitations
<ul style="list-style-type: none"> • Perfectly in sync with the challenge of public relations, namely influencing opinions • Simple methodology, understandable results • Works well with restricted, directly exposed publics (e.g. guests at an event) 	<ul style="list-style-type: none"> • Cost of polls • Access to the target public is sometimes difficult (if rarely available or highly sought after) • Depending on the sample size, requires a strong variation in opinion for it to be detectable

GENERAL INDICATORS FOR MEASURING BUSINESS

Guidelines	Possible formulas
Business (example p.25)	<ul style="list-style-type: none">• Evolution (increase/maintenance/decrease) in the number of leads/quote requests/telephones contacts/meetings/downloads• Evolution in the client recommendation rate• Lead conversion rate• Evolution of the turnover• Evolution of the market shares• Evolution of the number of clients (and other stakeholders)• Share price fluctuations• Evolution of a vote• Evolution of the number of donations• Evolution of the average shopping basket• In the event of crisis communication, the evolution of the client portfolio, leads, sales ...

Advantages	Limitations
<ul style="list-style-type: none"> • Meaningful indicators for management teams: they make it easy to track performance trends 	<ul style="list-style-type: none"> • It is often difficult to attribute the benefits of these indicators to a single public relation

GLOSSARY OF MEASUREMENT TERMS

(Sources : AMEC 's glossary of measurement terms/Marketing, Business and DM Glossary)

SPONSORED ARTICLE :

An article written in exchange for payment from the cited advertiser.

ATTACHMENT :

A feeling of affection that ties an individual to a company, brand, product or person

AUDIENCE :

All of the people who have been in contact with a form of communications medium or material and with all or some of its messages It may also relate to viewers as well as listeners or visitors to a website

BACKLINK :

A link to a website from an external site. Backlinks count towards establishing the notoriety of a page, depending on their quantity and above all their quality

CONTENT :

All of the information, comments, history, material, etc. produced by (or for) a company, brand, product or person with a view to presenting and/or promoting its range of products or services

COST PER CONTACT :

A quantitative indicator referring to the ratio between the true cost of a public relations operation, divided by the number of people reached by this operation

COST PER THOUSAND (CPT) :

A quantitative indicator referring to the ratio between the true cost of a media relations operation and the number of opportunities to see generated by it

COVERAGE :

The number of individuals (audience) affected by material in relation to the total population. We talk about the coverage rate (or penetration rate) when it is expressed as a percentage

EXPOSURE TIME :

The length of an audiovisual broadcast during which a brand, company or personality has been visible to publics

ADVERTISING VALUE EQUIVALENCY :

The monetary value of press coverage obtained through a sponsorship campaign, event or press/public relations versus the space that would have had to have been bought for the same media coverage.

An indicator that values the quantitative to the detriment of the qualitative and lacks pertinence in the measurement of certain public relation campaigns, particularly crisis communication campaigns

EARNED MEDIA :

«Free» exposure benefitting a brand on social networks and other personal spaces with the opinions and comments of consumers.

ENGAGEMENT :

Active participation of a target towards an activity (RT, discussion, comment, post, etc.)

MEDIA SPACE :

Space occupied by media coverage in offline/online media thanks to sponsorship, event or public relations activity

IMAGE :

An element of the brand's added value in its own right combining real values, preconceived ideas, emotional feelings, objective and/or subjective impressions, whether conscious or subconscious, and constitutes the personality of the product, brand, individual or company

IMPRESSIONS :

Number of views of a publication (for example, a publication on your Facebook page, an advert ...) regardless of whether the user has clicked on this advert or not. Users may view the same publication several times

INFLUENCE :

The persuasive power, whether conscious or unconscious, direct or indirect, of an individual or a group of individuals on one or several others

INTERACTION :

Reciprocal reaction between people and brands

INTEREST :

The attention given to someone (company, brand, product, service, person ...)

KPIS/KEY PERFORMANCE INDICATOR :

All of the values that make it possible to measure the success of an operation. They help with decision making and are defined according to the implemented strategy/plan of action and targets to reach

LANDING PAGE :

A page that appears when clicking on a hyperlink

LEAD :

A contact registered via a form

LIKE :

An action which allows someone to support content or a page. The like is most frequently used on Facebook. It is the equivalent of the +1 on Google+

MEDIA COVERAGE :

This refers to the publicity given to an idea, organisation or person by the media

MICROBLOGS :

Online services for short texts, images, videos, etc. The most well known of these services is Twitter

KEYWORDS :

Meaningful words or expressions used to define an organisation's activities or products and on which its website's indexing and user searches are based

NOTORIETY :

The level of knowledge that an individual has about a company, brand, product or person

OPPORTUNITY TO SEE (OTS) OR HEAR (OTH) :

Expressed as an index, the opportunity to see or hear measures the number of opportunities that the public has to see or hear a message intended for it, in relation to the media plan

OPINION :

Judgement, way of thinking or feeling that an individual or group expresses on a subject or facts - it is what they think about something

OWNED MEDIA :

The exposure benefitting a brand on platforms that it owns and controls, mainly websites, mobile sites, blogs and possibly Facebook pages and Twitter accounts

PAID MEDIA :

Advertising exposure purchased by the brand comprising of purchased media spaces, sponsored links and sponsorship

PAGERANK :

Otherwise known as PR, this is the web page ranking system updated by Google

ADVERTISING DISPLAY :

A visual advertising campaign on the internet with purchased media space

PODCAST/ VIDEOCAST :

A radio or television broadcast that can be downloaded from the internet so that it can be played via a media player (QuickTime, VLC, Windows Media, etc.)

REACH :

The percentage of publics that have been exposed to data/content. It differs from «impressions» and «opportunities to see» as it takes into account the actual number of persons exposed to the coverage rather than the number of «opportunities to see» to content

INDEXING :

All techniques enabling a presence in search engine results and directories

REPUTATION :

The result of perceived images and/or expressed opinions having an impression with publics at a given time

RESONANCE :

A characteristic of the relationship that a brand manages to weave with its various stakeholders and in particular its consumers . It refers to the power evoked by these long-lasting images, memories and emotions

RETURN ON INVESTMENT (ROI) :

This means the profitability rate of a campaign based on the activities undertaken for it

RT :

Retweet: the action of reposting or sending a message posted by another user from the microblogging site Twitter

RSS :

Really Simple Syndication: a text format file informing an individual of the publication of new content on a website, blog, etc.

SEO/SEARCH ENGINE OPTIMIZATION NATURAL INDEXING :

This refers to techniques for improving the position of a website on search engine results pages

SOCIAL MEDIA :

A dominant participatory network such as Facebook, Twitter, Pinterest, Tumblr and Figg. This type of network allows its members to join communities and to share knowledge and content.

CONVERSION RATE :

This denotes the fraction of visitors carrying out a given action (purchase, subscription, form submission, etc.) compared to the total number of visitors.

ENGAGEMENT RATE :

The percentage of people having liked, commented on or shared a publication, or having clicked on it, after having seen it

EXPANSION RATE :

The percentage of people (secondary audience) who have had the opportunity to see or have been affected by a message published or shared by the brand's primary audience

BOUNCE RATE :

The percentage of a site's visitors who leave immediately after visiting the first page (homepage for example)

VISIBILITY :

The aptitude
of a company, brand
or a product to be visible
to its publics

VIRALITY :

The phenomenon
of the rapid circulation
of content through
the internet and social
networks

UV/UNIQUE VISITOR :

Number of internet users
who have made one
or several visits to a site
over a given period

*To download for free the guidelines,
give some feedbacks
and suggest new measurement tools :*

www.referentieldelamesure.com

