



Advocacy and Public Affairs Metrics for the C-Suite

Jamie Carracher, Executive Director, Digital Engagement &
Public Affairs

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4 Steps to Show the Value of Public Affairs

1. Create a Reporting Framework
2. Identify Key Digital Metrics to Watch and Share
3. Utilize Additional Stakeholder Touchpoints
4. Know What Most People Get Wrong



Create a Reporting Framework

- Our approach at AHIP:
 - Daily emails to members with results of our work (External)
 - Monthly analytics, media monitoring reports (Internal)
 - Project-based reports (Internal/External)
 - Board-level reports twice a year (External)

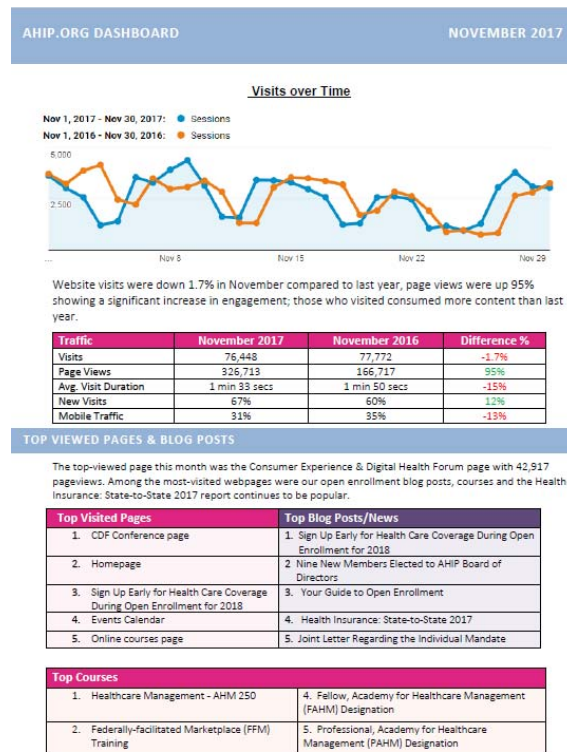


Additional Stakeholder Touchpoints

- Not all opportunities for reporting are formal
 - Phone calls
 - Email exchanges
 - One-on-one meetings
 - Social media
 - Conferences
 - Happy hour
- Listen to feedback



Examples of Reporting

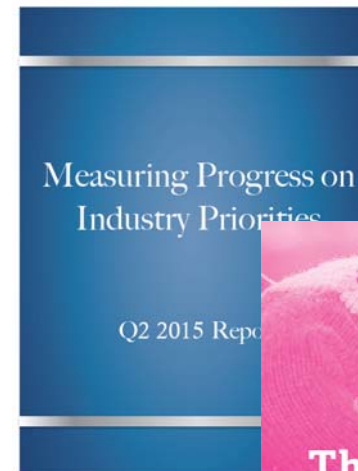


• Monthly Digital Analytics

- Sent to senior association leadership
- Covers our websites and social media
- Each report is two pages and comes with a very short cover email with the highlights

Examples of Reporting

- Reports to our Board
 - Introduced more consumer-friendly design, recognizing senior executives are busy and want and need highlights
 - Reduced frequency
 - Cut page and word count in half
 - Found new ways to distribute and promote



Digital Metrics to Watch

- **Reach** and **engagement** of your communications
- **Share of voice** compared to peers and competitors
- **Conversion rate**. How much does it cost for you to achieve an action?
- **Compare your campaigns to past campaigns** to make sure you are improving
- Any **unique measurements** that resonate specifically with your audience

What Most People Get Wrong

- Trying to get attention by **sharing too much information**
 - Sometimes the hardest part about showing value is figuring out how to share less
 - Too much detail can be overwhelming at best and give stakeholders the impression you are not focused on key priorities at worst

