July 24, 2019

Public Affairs Council

Measuring and Communicating Digital Metrics

Nick DeSarno

About the Council

- Year Founded: 1954
- Total Members: Over 750 organizations
- Total Active People: Over 8,000 professionals
- Total Staff: 23
- Office Locations: Washington & Brussels
- Politics: Nonpolitical & Nonpartisan
- Focus: PACs, Government Relations, Grassroots Advocacy, Policy Communications, Digital Advocacy, Corporate Social Responsibility, Issues Management

Some of Our Members

About Me:

- Areas of Focus:
  - Digital Advocacy and Grassroots
  - Digital Communications
- Previously managed grassroots at the *American Dental Association*
- Former communications staffer for a Member of Congress, and several state legislators

Today's Agenda

- Digital Analytics Basics
- Measurement Tools
- Moving Beyond Measuring to Optimizing
- Crafting Reports
- Q&A

Digital Analytics Basics

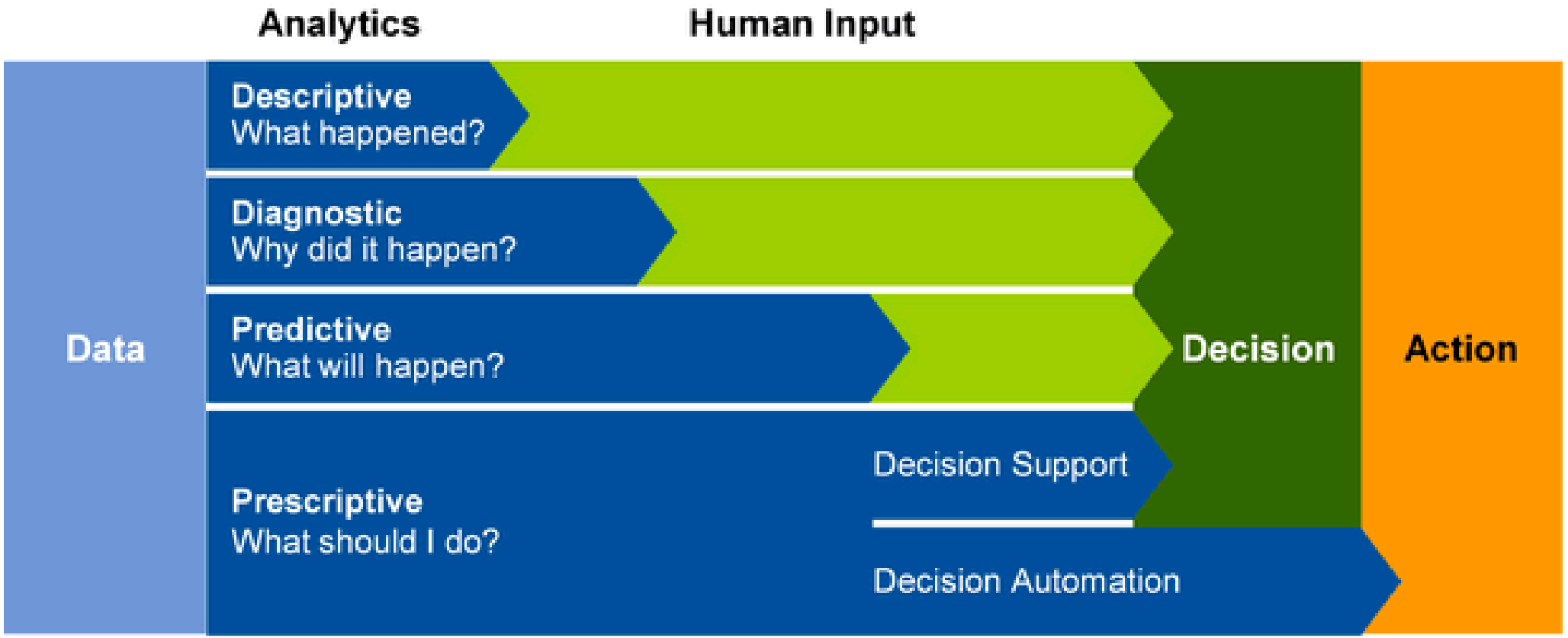
What Should You Be Measuring

Questions you should ask before blindly measuring:

- What is your goal?
- Who contributes to this goal and who should contribute to this goal?
- How do you define success?
  - Success would mean: X increase in verified followers and X increase lawmakers following our Twitter account
- What are we doing different to achieve this goal?
- How does this goal align with our mission, larger goals or strategic plans?
- Does this measurement adequately reflect our function's value?
- Is our measurement reliable, accurate and truthful?

Types of Analytics

Figure 1: Four Types of Analytics Capability



Source: Gartner Group, October 2014 Report

Social Media Metrics

Reach Metrics:

Impressions

Reach

Followers

Profile Visits

Peak Live Viewers

Average Video Completion

Demographic breakdowns of followers:

Location, Gender, Age, Language

Social Media Metrics

Engagement Metrics

Retweets

Clicks

Unlikes

Likes/Favorite (Paid and Organic)

Follows (Paid and Organic)

Shares

Actions Taken

Total Views

Engagement Rate Percentage

Mentions

Replies/Comments

Saved

Website and Search Metrics

Most important

Unique Visitors

Page Views/ Page Sessions

Avg. Session Duration

Conversion Rate

Bounce Rate

Traffic Sources

Top Pages

Exit Pages

New Visitors vs. Returning Visitors

Device

Tools for Measuring

Tools for Measuring

Google Analytics
Google Alerts
TweetDeck
Facebook Insights
Buzz Sumo
Twitter Analytics
SalesForce Marketing Cloud

Sprout Social
Moz
Hootsuite Pro
Cision's Vocus
Expion
SimplyMeasured
Zygnal Labs
Buffer

Twitter Analytics

CONTRIBUTORS

	Tweets	RTs	Impressions
PACouncil	18	13	91.8k
CookPolitical	2	0	71.4k
QuorumAnalytics	4	27	11k
pacpals	7	0	5.5k
MarkCWills	5	2	3.3k
amaliowirth	1	0	3.3k
41jellis	1	0	3.1k
ndesarno	8	0	2.7k

MOST RETWEETED TWEETS

19 — Quorum @QuorumAnalytics — 5 days ago
Toss up Senate seats are NH, FL, WI, and IL. Soon to include OH and PA says @jennifereduffy of @CookPolitical #PACMiami

4 — PublicAffairsCouncil @PACouncil — 5 days ago
So long, farewell, auf Wiedersehen, goodbye. Thanks for everything @ #PACMiami. #PACMiami 2017, here we come! https://t.co/e5Dk4ic8b3

4 — Charlotte Quinn @charlottelquinn — 5 days ago
@nathanlgonzales "Some things $ can't fix" #PACMiami https://t.co/JcTYMPIwuw

TWEETREACH SNAPSHOT FOR

#PACMiami

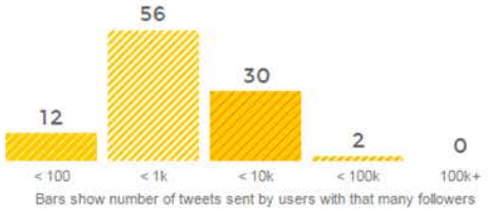
ESTIMATED REACH

63,057

ACCOUNTS REACHED

EXPOSURE

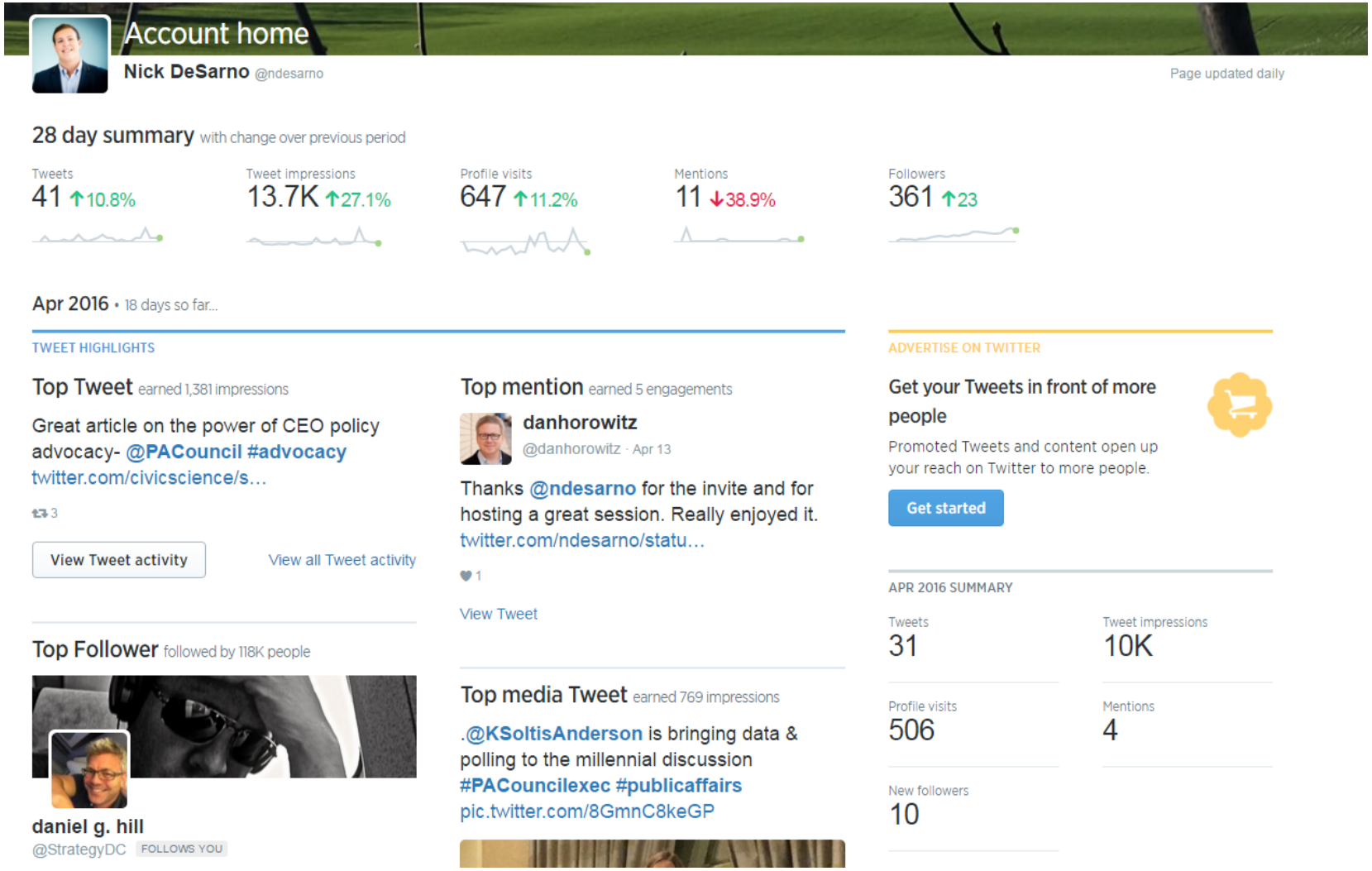
215,937 IMPRESSIONS



Bars show number of tweets sent by users with that many followers

ACTIVITY

Twitter Analytics



Moz

Bio word cloud of users PACouncil follows

To help make sense of the "biography" field of each Twitter user, we've assembled this word cloud which shows you the most frequently occuring words.

public – affairs – own – news – media – association – communications – political – tweets – global – business – policy – official – relations – social – government – politics – american – digital – twitter – opinions – world – national – views – leading – advocacy

Two word bio cloud

public affairs – social media – official twitter – government relations – public policy – public relations – trade association – twitter account – government affairs – twitter page – strategic communications – capitol hill – association representing – views expressed – leading global – customer service – health care – vice president – official account – global leader – latest news – media relations – national association – husband dad – financial services – twitter feed

Location word cloud of users PACouncil follows

Similar to the above word cloud, here we show you the relative frequency of words used in the "location" field of users PACouncil follows.

washington – dc – d.c – va – ca – new york – ny – il – usa – chicago – brussels – pa – alexandria – arlington – ma – mn – tx – global – san francisco – london – wa – boston – minneapolis – co – texas – seattle

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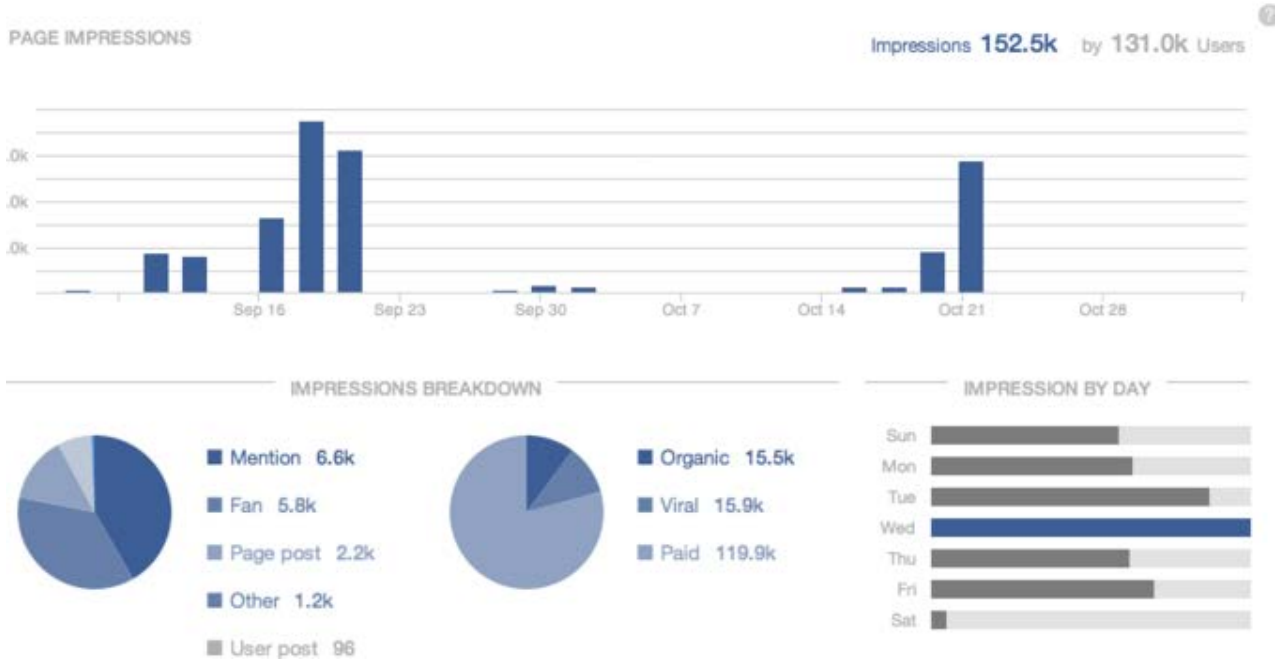
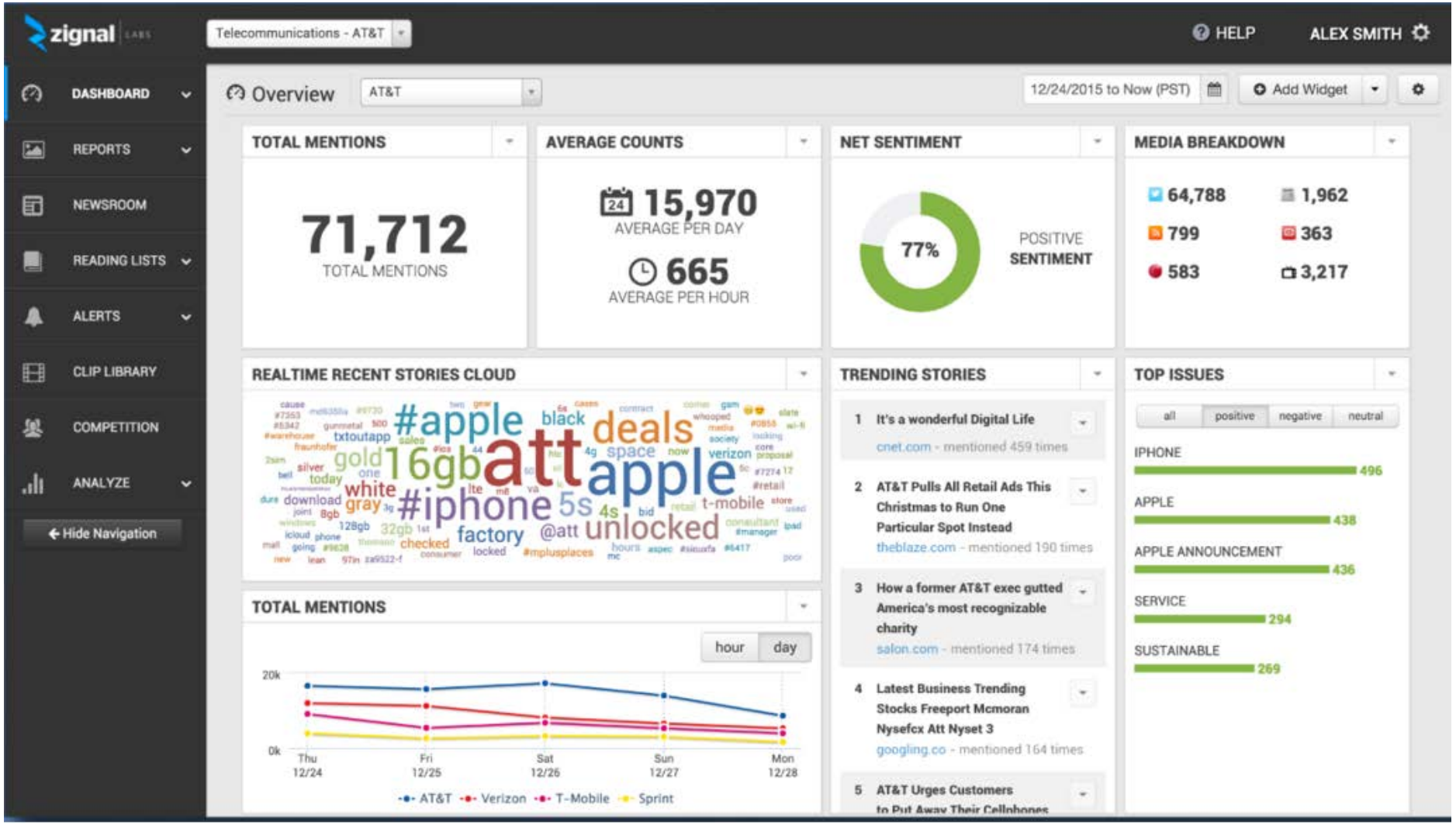
Facebook

60
20
Sep 16
Sep 23
Sep 30
Oct 7
Oct 14
Oct 21
Oct 28

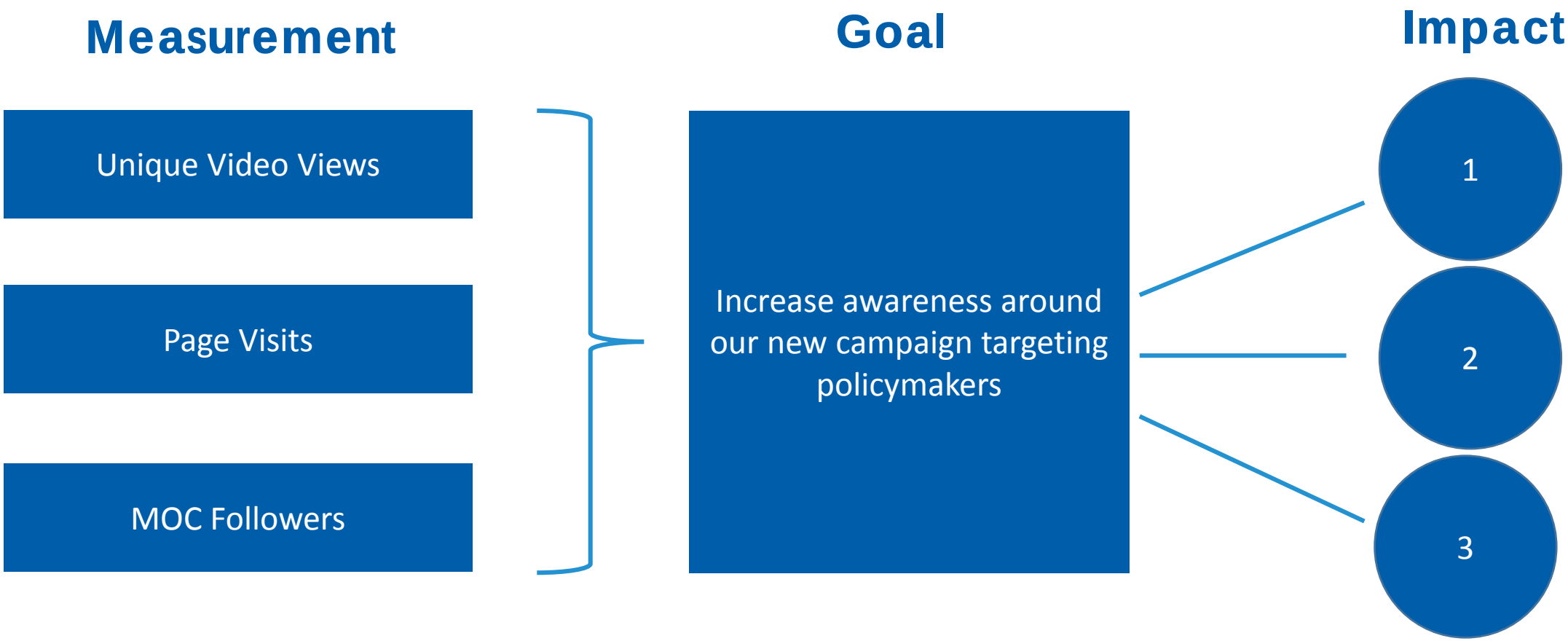

PAGE IMPRESSIONS
Impressions 152.5k by 131.0k Users
.0k
.0k
.0k
Sep 16
Sep 23
Sep 30
Oct 7
Oct 14
Oct 21
Oct 28
IMPRESSIONS BREAKDOWN
Mention 6.6k
Fan 5.8k
Page post 2.2k
Other 1.2k
User post 96
Organic 15.5k
Viral 15.9k
Paid 119.9k
IMPRESSION BY DAY
Sun
Mon
Tue
Wed
Thu
Fri
Sat

Aggregated Metrics



Beyond Measurement

Determining the ROI of Your Programs



Crafting a Report

Creating Reports

Considerations when developing a new report:

- Use metrics, but don't completely rely on numbers
- Focus on outcomes not inputs
- Beware of comparisons
- Give a narrative explanation
- Seek validation from outside source
- Provide context

Elements of a Good Report

What to include

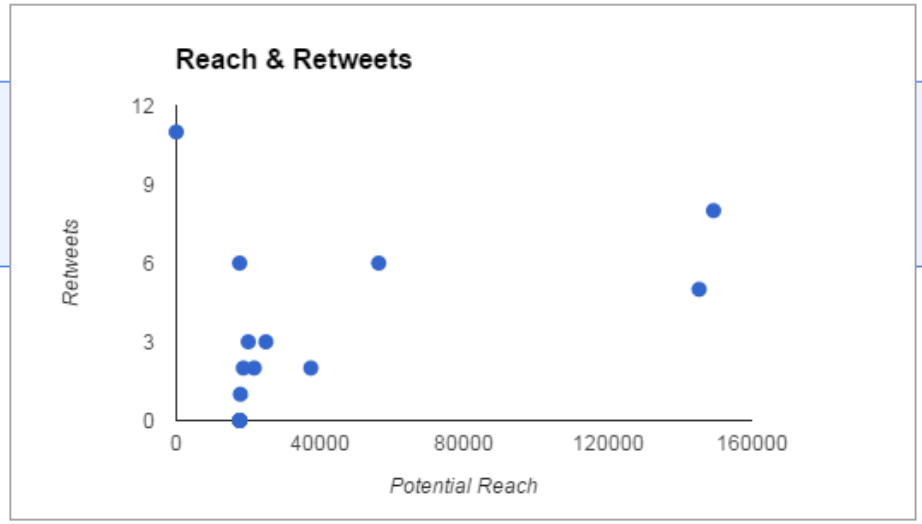
1. An executive summary
2. Significant Developments, Improvements and Top Performing Posts
3. Metrics and Data with Context
4. What Went Wrong
5. What's Planned for the Future
6. Visuals

Tools for Reporting Metircs

For the week of: 3/24/2016 to 3/18/2016

Reach

0	Posts this week		
14.46666667	typical week		
11	Retweets (total)	3.27	Retweets per post
67	typical week	4.60	typical
580k	Total reach	39k	Reach per post
452k	typical	31k	typical



Top Posts From the Last 7 Days

Source: Buffer SM Template

Examples

INSTAGRAM

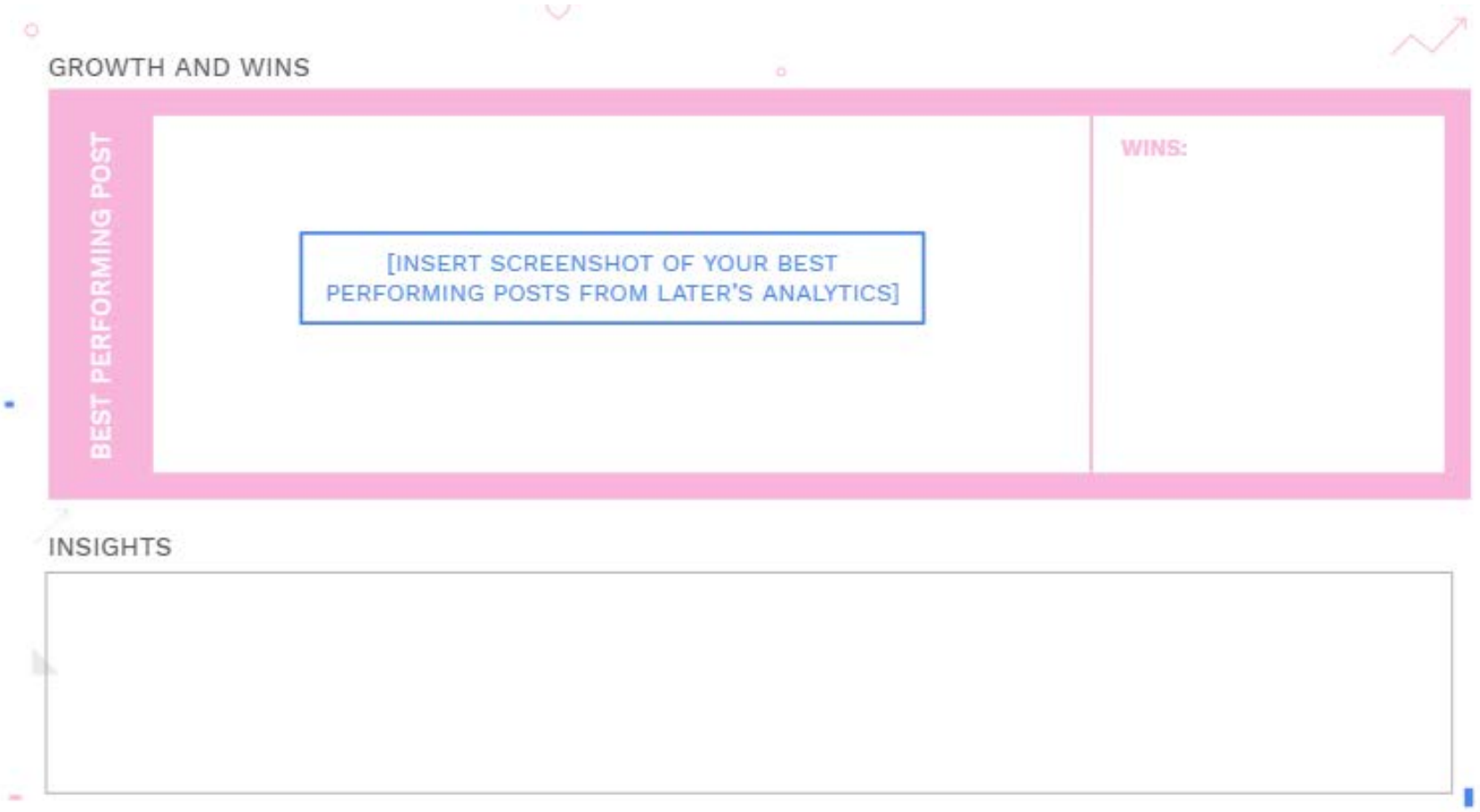
STRATEGY

METRICS & MoM GROWTH

	FOLLOWERS	ENGAGEMENT RATE	IMPRESSIONS	REACH	INTERACTIONS	CLICKS
TOTAL	%	%	%	%	%	%
%CHANGE	%	%	%	%	%	%

Source: Later SM Template

Examples



Source: Later SM Template

Key Takeaways

1. Set goals from the beginning
2. Understand the connection between your metrics and your impact/value
3. Truly dig deep into what your metrics mean
4. Make decisions based on your data
5. Use visuals and narratives in your report
6. Test, learn, reassess and do not be afraid to stop doing something

Questions and Discussion

Contact Information

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Public Affairs Council

MANAGE YOUR WORLD