

Measuring and Communicating: The Value of Social Media for Public Affairs

April 19th 2016
Washington, D.C.



Presenter: **Nick DeSarno**
Manager, Grassroots &
Communications

Agenda

- Why do organizations use social media for public affairs?
- How can you measure social media?
 - Measurement Tools
- What social media channels should we be on?
- Communicating Upwards
- Demonstrating ROI
- Q&A

Why Use Social Media for Public Affairs?

The Top Five Reasons Organizations Use Social Media for Public Affairs and Advocacy:

1. Engage with grassroots advocates
2. Develop policy and thought leadership on social--- CSR
3. Engage with policymakers, reporters, influencers and the concerned public
4. Gain information on policy and political developments
5. Develop an understanding of the sentiment around your organization or policy issues



Engage with Advocates



Alzheimer's Assoc.
@alzassociation



Tell @SenThadCochran: 2014 unpaid caregiving costs from Alzheimer's in MS topped \$2.84 billion.bit.ly/1CNlrYB



U.S. Chamber 
@USChamber

Retweet to join us in telling Congress to support a 40-hour work week! --> bit.ly/1wVFJIC
#40isfulltime



Engage with Advocates

ADA American Dental Association
Published by Connect [?] · June 20 at 4:59pm · 🌐

Thank you to our supporters who, over the last two weeks, sent over 2,700 messages to Capitol Hill! #MedicalDeviceTax



Medical Device Tax Repeal Passes in the House!

U.S. House approves device tax repeal
The U.S. House of Representatives on a bipartisan 280-140 vote June 18 approved a repeal of the excise tax on medical devices.

13,984 people reached [Boost Post](#)

[Unlike](#) · [Comment](#) · [Share](#)

👍 You and 172 others like this. [Most Relevant ▾](#)

↪ 34 shares

ADA American Dental Association
Published by Connect [?] · June 18 at 3:29pm · 🌐

Congressional support for the Action For Dental Health Act is growing! Ask your Member of Congress to support this critical piece of legislation.



The Action For Dental Health Act now has **over 55 Cosponsors!**

ADA American Dental Association®
America's leading advocate for oral health

Support the Action for Dental Health Act
In 2014, an estimated 181 million Americans did not visit a dentist. In 2010, more than 2.1 million people visited an emergency room due to unaddressed dental pain.

Thought Leadership



UPS Public Affairs @UPSPolicy · Apr 16

#TPP allows small businesses to think big about going global. bit.ly/1Rw2yCJ



← ↻ 4 ❤️ 4 ⋮



LillyPad @LillyPad · 24h

Cheers to female scientists who break gender barriers and discover medicines. elil.ly/pgg0 #WomenInSTEM



← ↻ 12 ❤️ 20 ⋮

Educate Influencers

AAOS AAOS Advocacy
@AAOSAdvocacy



#Orthopaedic care gets patients back to work while strengthening the US economy #NOLC2015



Rotator Cuff Surgery

250,000
surgeries per year

\$3.4 billion
in lifetime societal savings

AAOS
American Academy of Orthopaedic Surgeons
A Nation in Motion

More than 1 in 4 Americans suffer from bone or joint h...

[Learn more](#)



Honda In America @HondaInAmerica · Mar 22

JUST IN: Honda announces a new \$52M investment and 100 new jobs at @HondaIndiana: bit.ly/1Rj0Y2C



Honda In America Retweeted



Governor Mike Pence @GovPenceIN · Mar 22

The people that deserve the credit for announcements like this are hard-working Hoosiers @HondaIndiana



Engage with Lawmakers



Home Depot GR @HomeDepotGR · Feb 1

Great visit with [@RepErikPaulsen](#) to chat tax policy, demo power tools, and present Homer Awards to top associates!



6 23



Senator John Thune
@SenJohnThune

Follow

Caught up with the South Dakotans in DC for the [@AmerDentalAssn](#) meeting. Still cavity free ... for now.



RETWEETS 7 FAVORITES 11



Engage with Influencers



Howard Buskirk
@hbuskirk



. @ATTPublicPolicy has a solution for the smart grid, using neglected WCS band bit.ly/1ZLjJkE

RETWEETS

2

LIKE

1



Microsoft DC Retweeted



Brad Smith @BradSmi - Apr 11

Today, #Microsoft lends its support to EU-U.S. #PrivacyShield
[@MicrosoftEU aka.ms/yui1f1](http://aka.ms/yui1f1)



49



31



Public Affairs
Council



GE Public Affairs @GEpublicaffairs · Apr 15

. @ShopfloorNAM CEO @JayTimmons on the value of #ExImBank to expanding markets for U.S. businesses.



Candidates getting distracted from economy?

Jay Timmons, NAM CEO, provides a read on U.S. manufacturing, and discusses what he wants to hear from the presidential candidates.

Political Intelligence



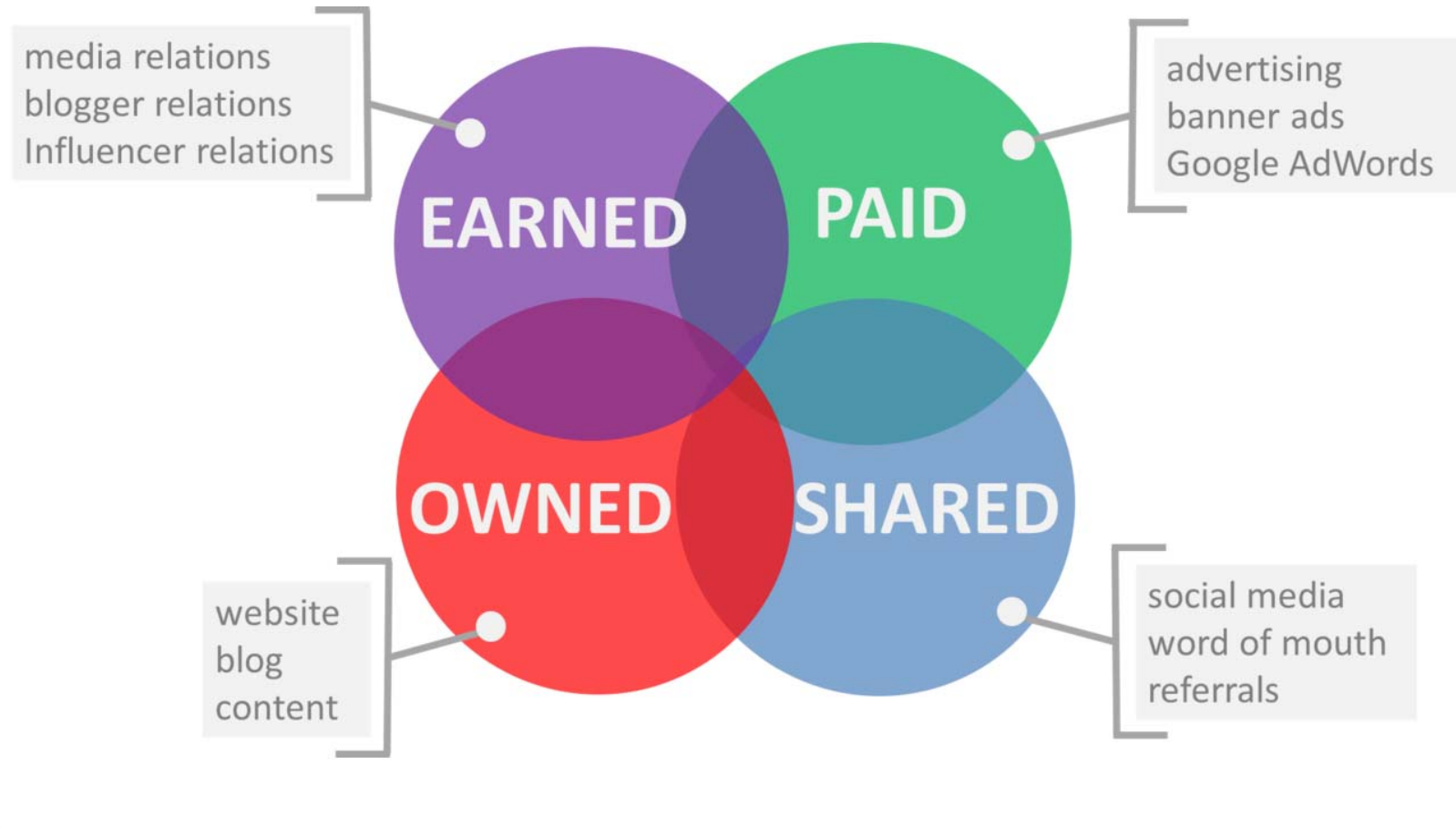
“

Past 24 hours I've been hearing that Menino is informing key people he is NOT running for re-elect. UNABLE TO CONFIRM - but nobody will deny

— David S. Bernstein (@dbernstein) [March 27, 2013](#)

”

Adapting to the New Media Landscape



Diffusion of Information on Social Media

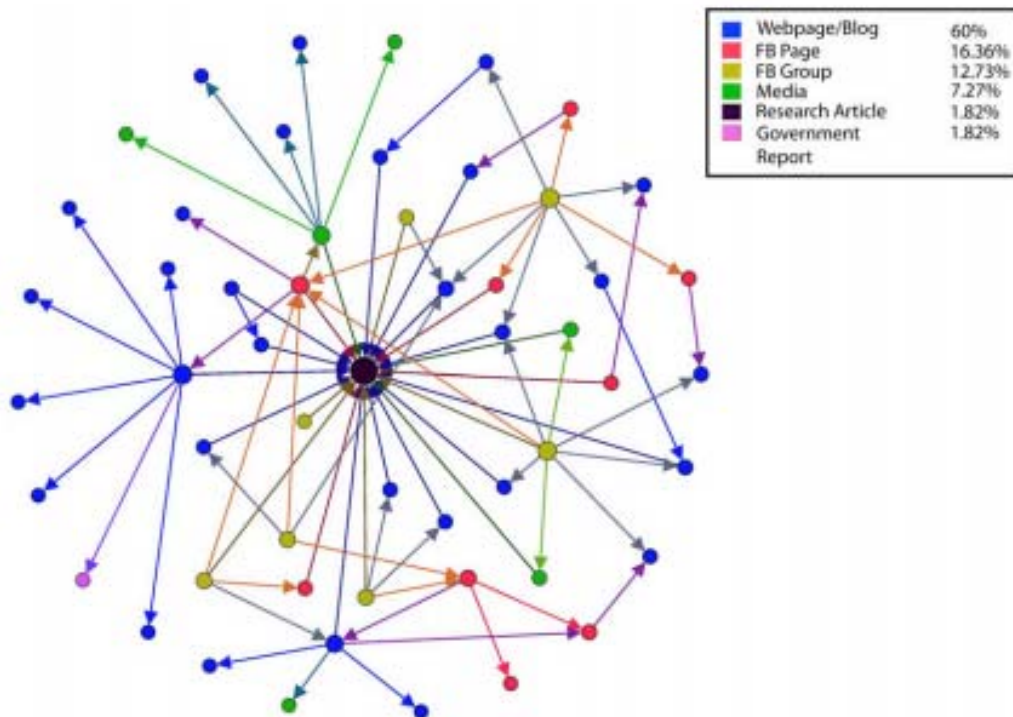


FIGURE 2—Social diffusion map of information from social media and digital platforms traced to the original scientific article being diffused or discussed: February to July 2014.

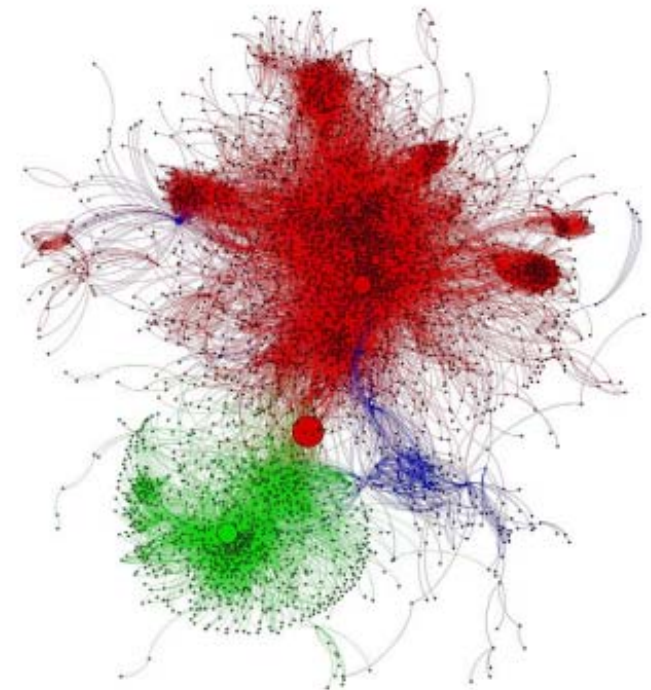
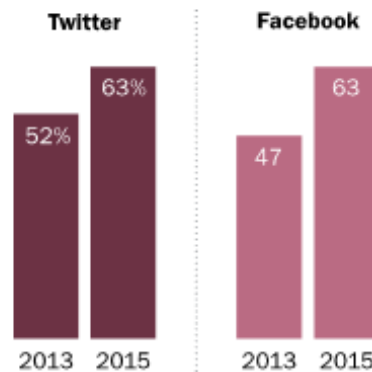


FIGURE 1—Social networks of 3 antifuoride groups, color-coded by Facebook group identification: July 2014.

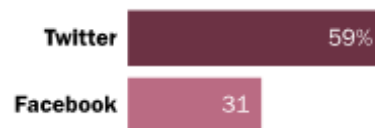
Changing Media Landscape

Facebook and Twitter News Use is on the Rise

% of ___ users who get news there



Of those who get news from ___ in 2015, percent who have kept up with a news event as it was happening



Social Media and News Survey, March 13-15 & 20-22, 2015. Q2, Q4, Q7, Q11.

PEW RESEARCH CENTER

Newspaper Circulation Falls In 2014

Percent change in total average circulation



FROM: "Newspaper Circulation Falls in 2014"
(State of the Media, Apr 29, 2015)

Journalists Use Social Media

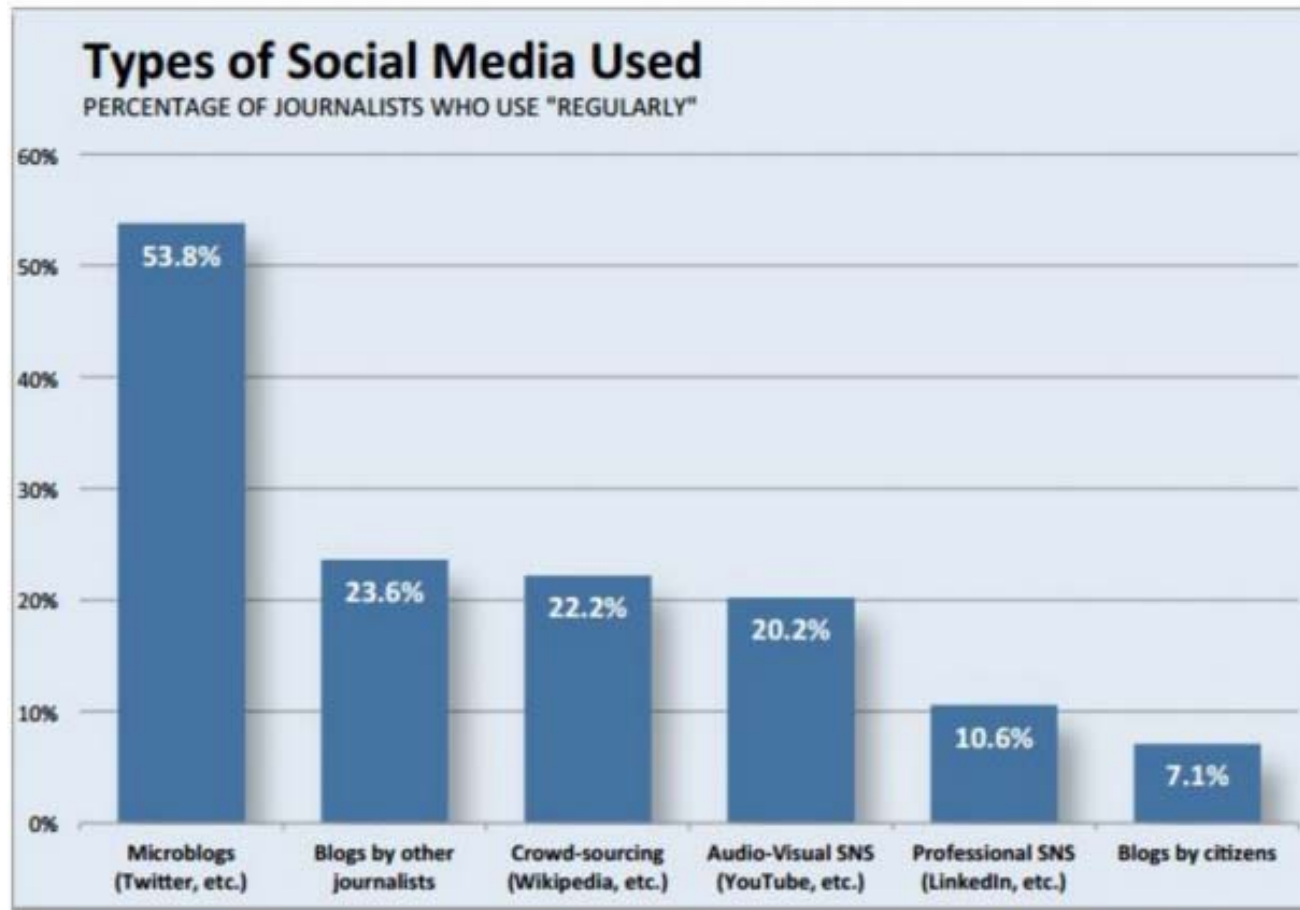
JOURNALISTS' VIEWS ABOUT THE IMPACT OF SOCIAL MEDIA (% WHO AGREE)

	2012	2013	2014
I would not be able to carry out my work without social media	28	41	51
Social media has improved the productivity of my work	37	50	57

Table 4: Journalists' views about the impact of social media (% who agree)

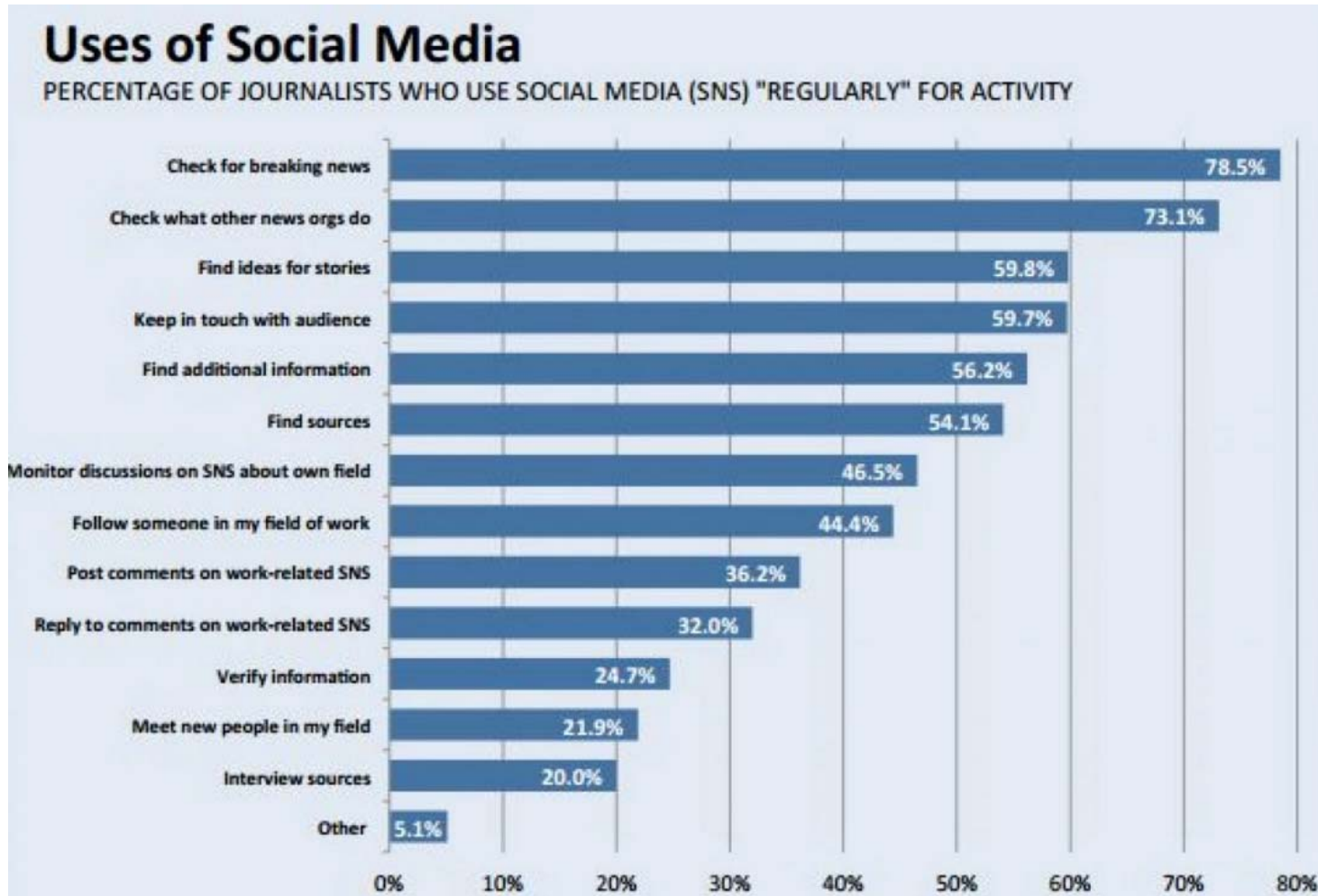
SOURCE: 2015 SOCIAL JOURNALISM STUDY

Journalists Use Social Media



SOURCE: American Journalist in the Digital Age, University of Indiana School of Journalism, 2014

How Journalists Use Social Media



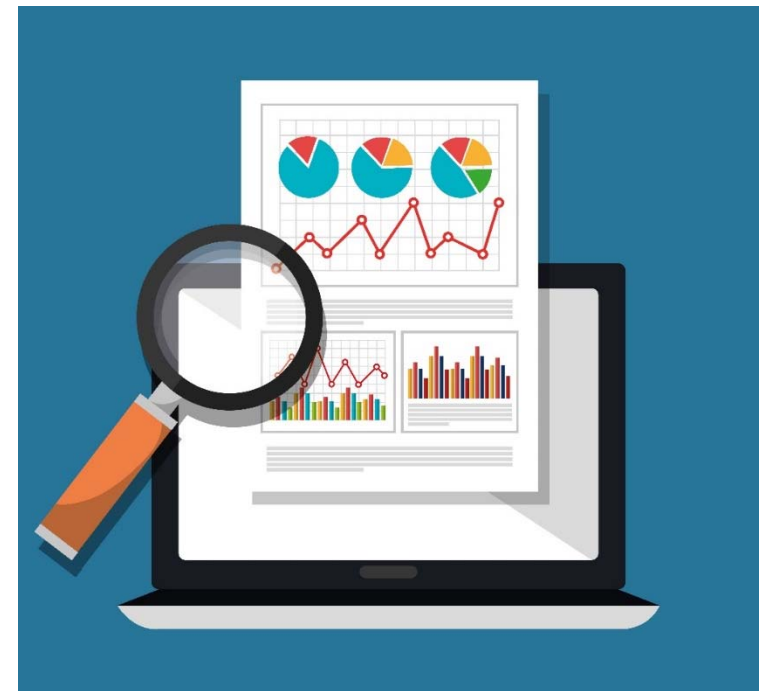
SOURCE: American Journalist in the Digital Age, University of Indiana School of Journalism, 2014

How Journalists Use Social Media



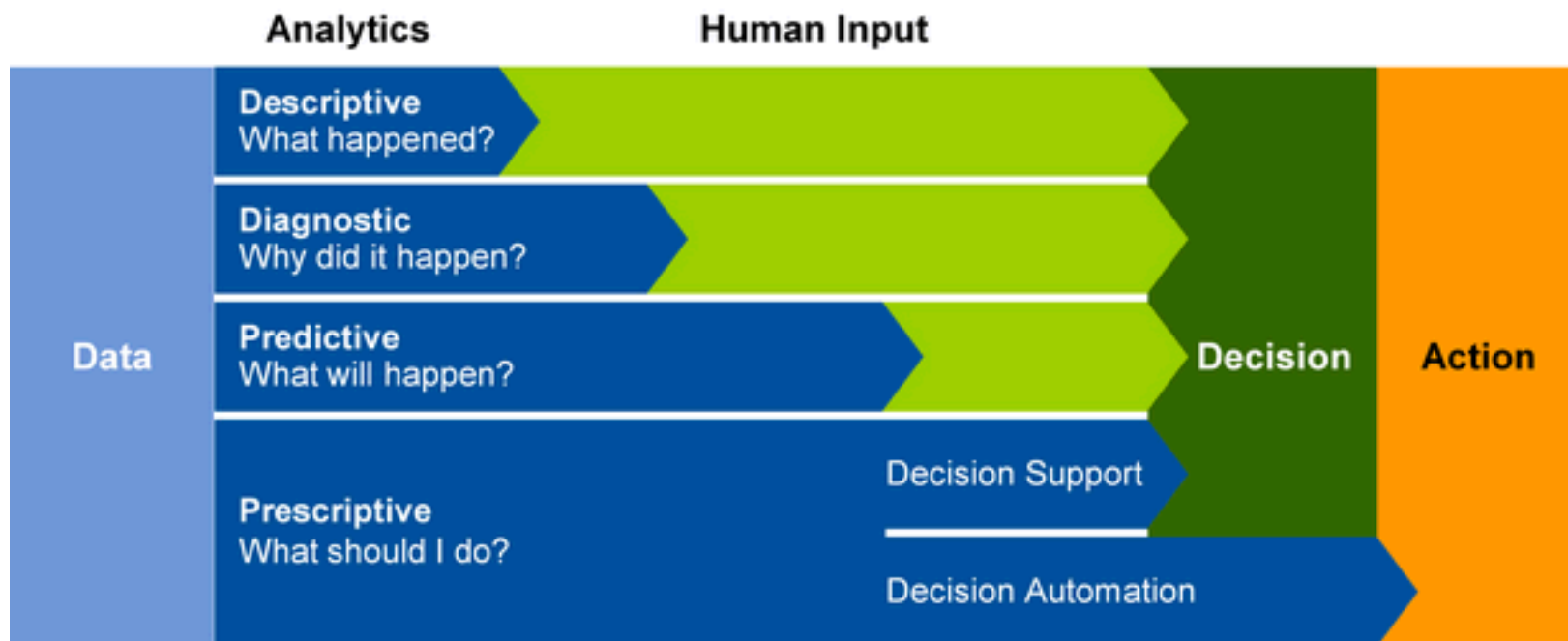
Goals > Measurement > Value

- What is your goal?
- What achieves that goal?
- How do you define success?
- Then you can measure and optimize
- Report on value and ROI



Types of Analytics

Figure 1: Four Types of Analytics Capability



Source: Gartner (October 2014)

What to Measure on Social Media

- Engagement Metrics

- Retweets
- Clicks
- Likes
- Follows
- Shares
- Actions Taken

- Reach Metrics

- Impressions

- Followers

- Influence Score



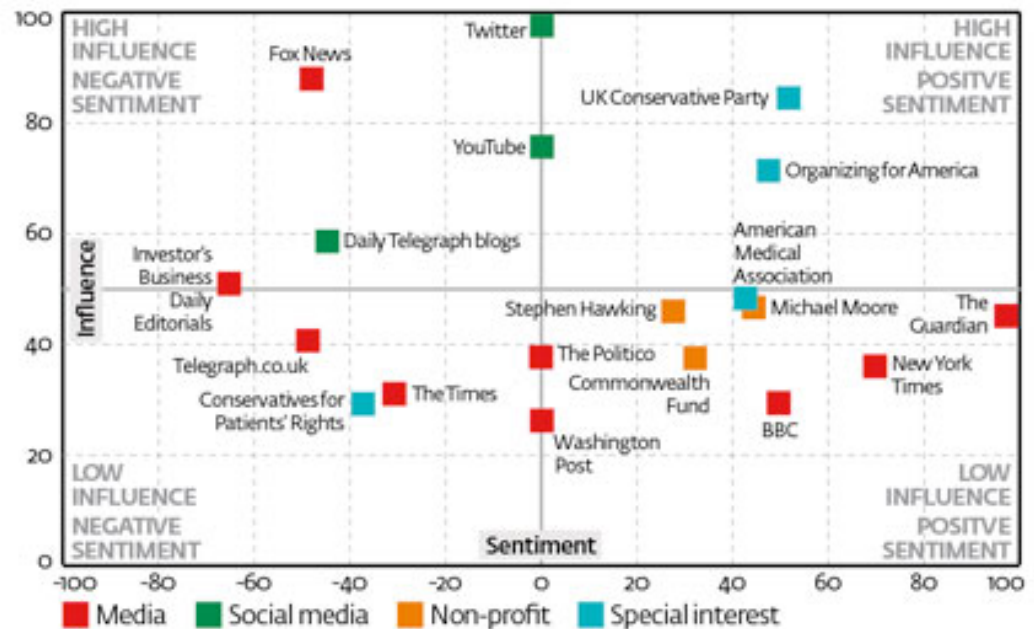
What are the Tools

- Google Analytics
- Google Alerts
- TweetDeck
- Facebook Insights
- Buzz Sumo
- Twitter Analytics
- Salesforce Marketing Cloud
- SproutSocial
- Moz
- Hootsuite Pro
- Cision's Vocus
- Expion
- SimplyMeasured
- Zygnal Labs
- Buffer

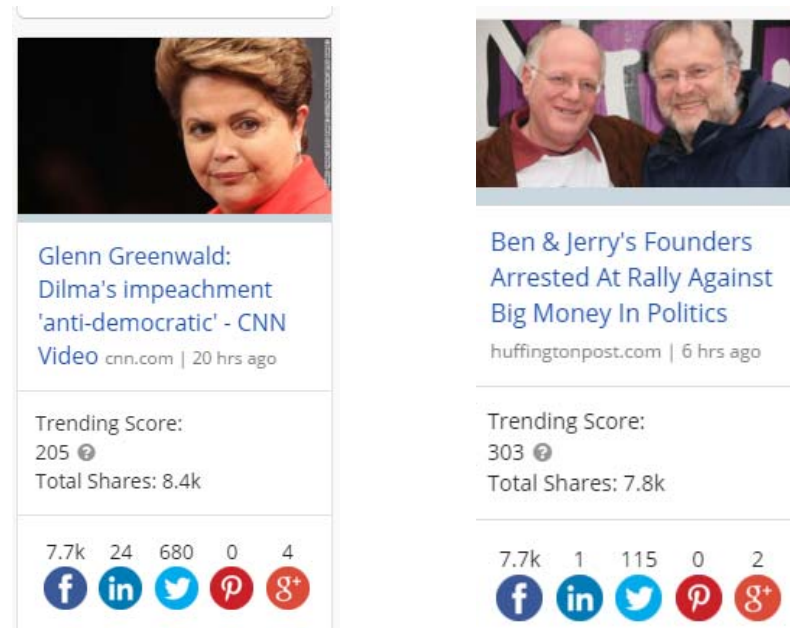
What is Online Influence

- Popularity vs. Influence
- “Twitterverse”
- “Blogosphere”
- Linking
- LinkedIn
- Company Website
- Sentiment Analysis

US Debate over NHS



Has this story gone viral?



Article

How China wrecked **free trade**

newsweek.com - More from this domain

By Bill Powell - Mar 26, 2016

Article

Share

View Backlinks

View Sharers

Share






BuzzSumo

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 @jennifereuffy 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/JcTYMPlwuw>

TWEETREACH SNAPSHOT FOR

#PACMiami

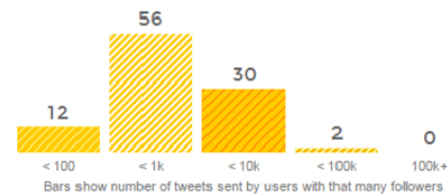
ESTIMATED REACH

63,057

ACCOUNTS REACHED

EXPOSURE

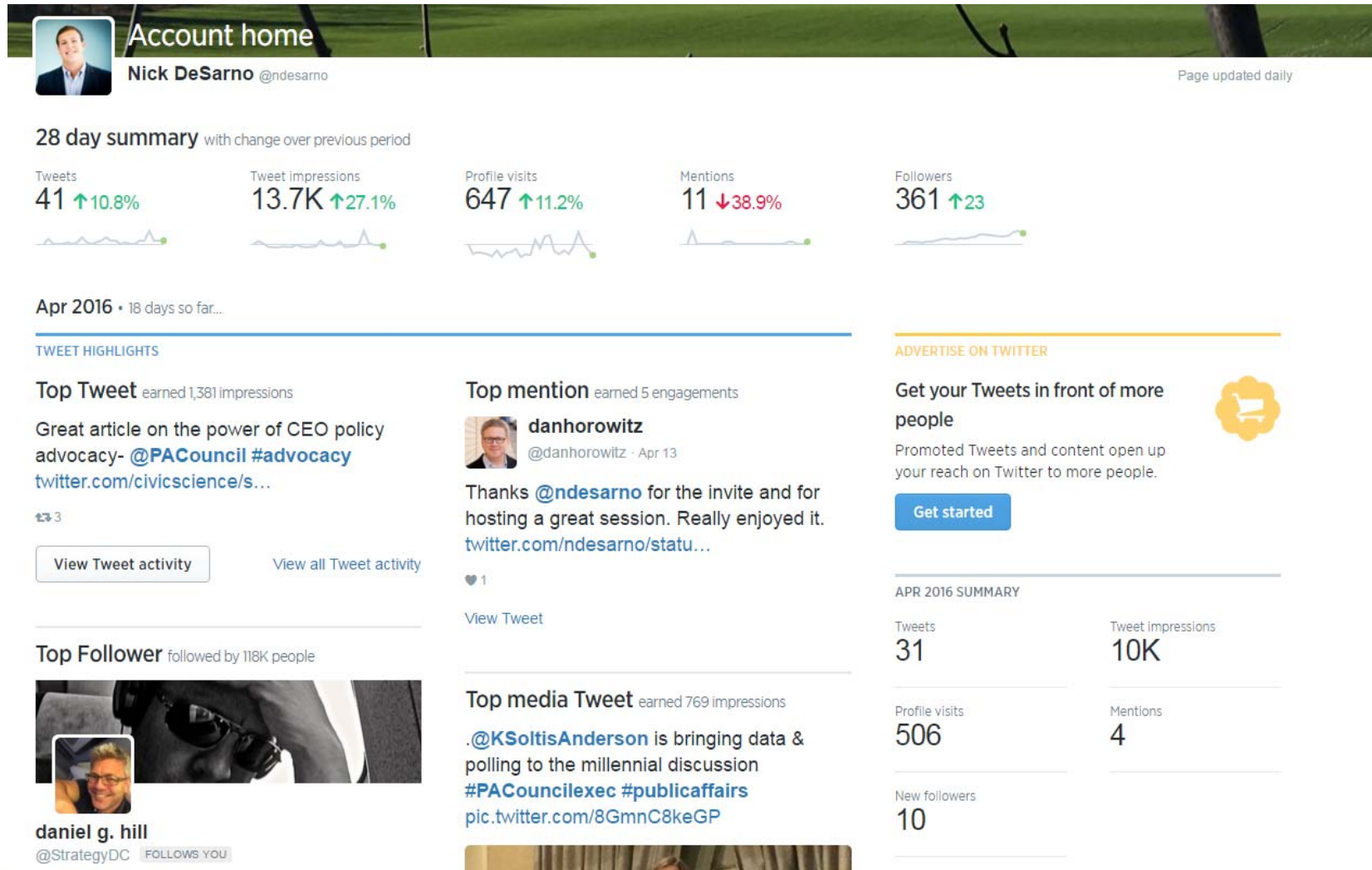
215,937 IMPRESSIONS



ACTIVITY

Social Mention

Twitter Analytics



Twitter Analytics

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 occurring 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

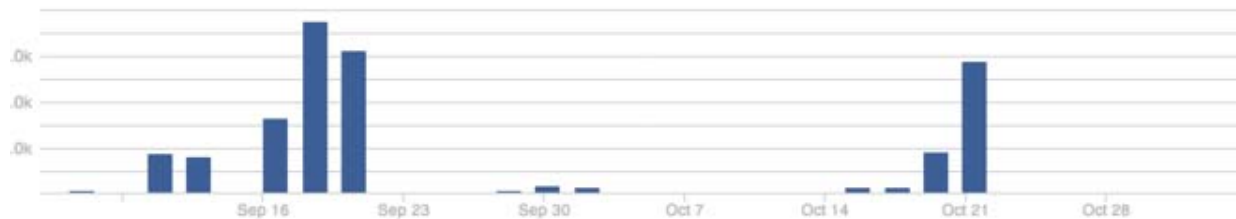
Moz

Facebook Analytics



PAGE IMPRESSIONS

Impressions **152.5k** by 131.0k Users



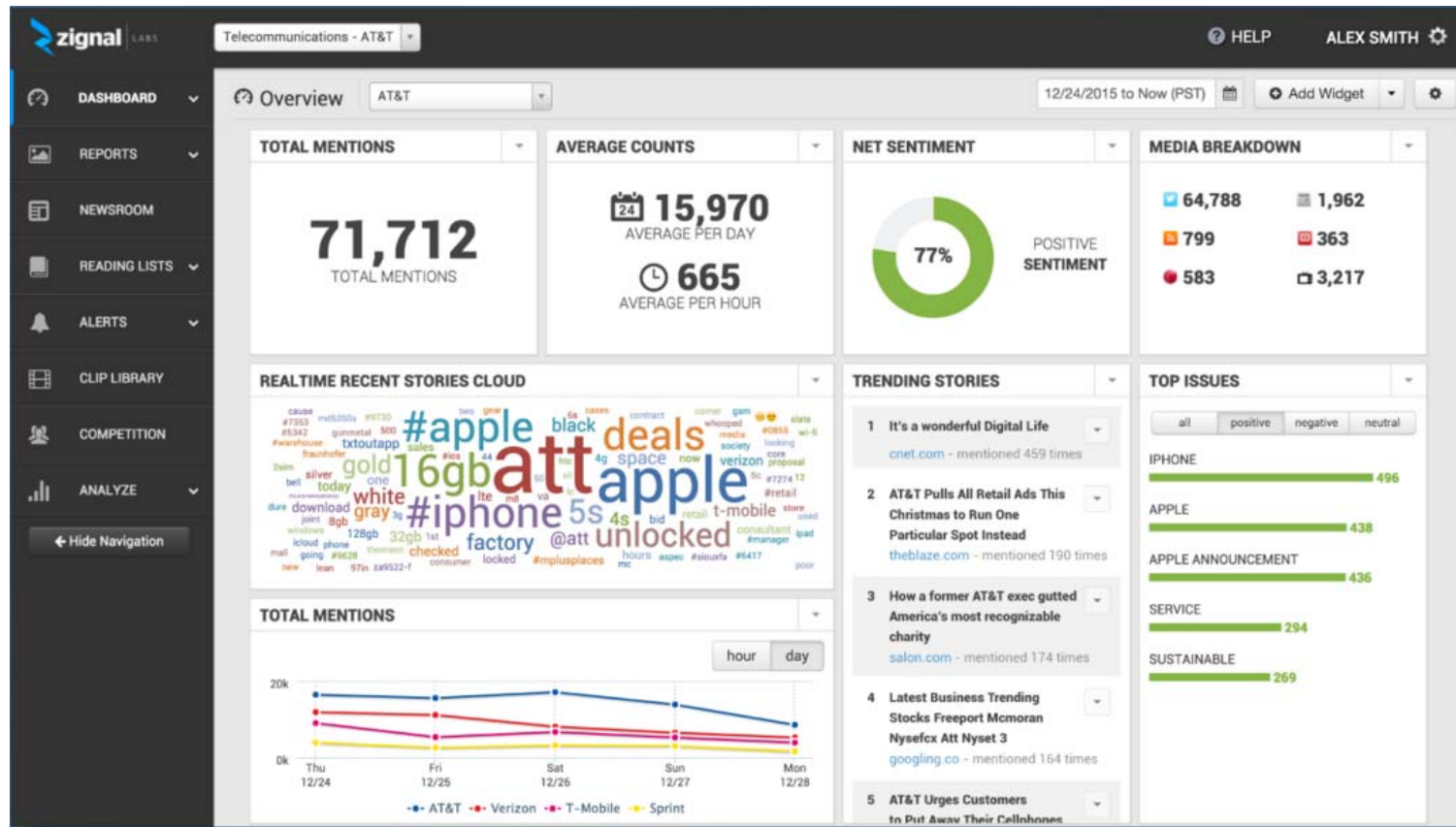
IMPRESSIONS BREAKDOWN



IMPRESSION BY DAY



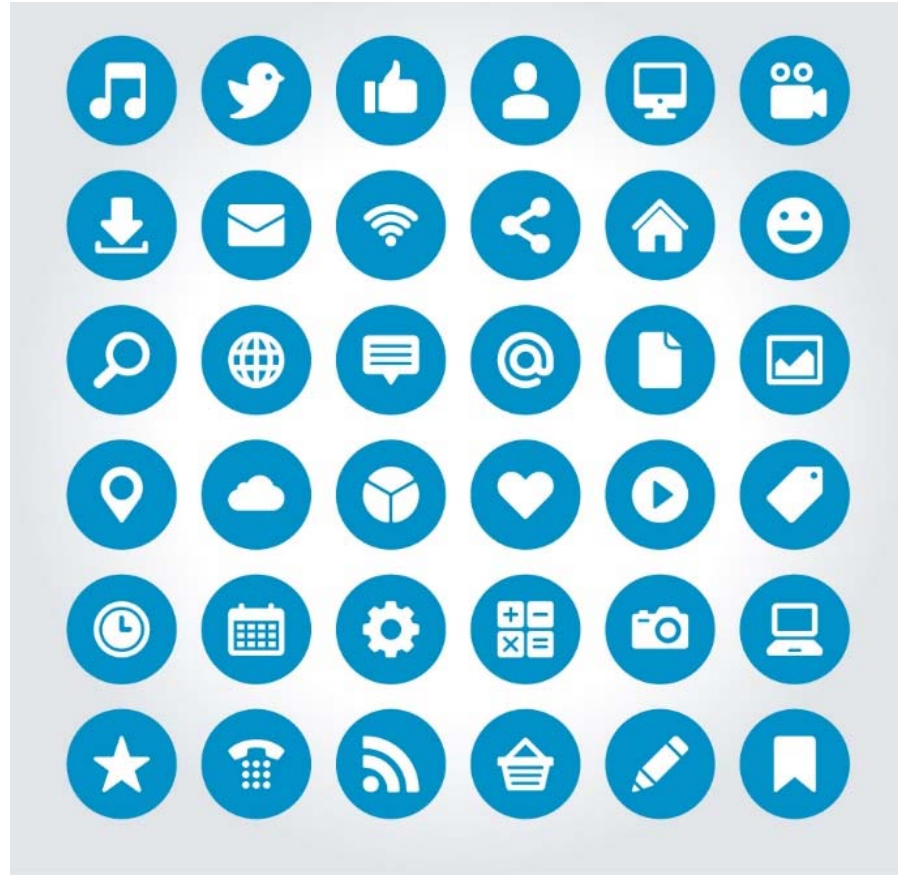
All-in-one



Zygnal Labs

What Channels and Why?

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Medium
- Snapchat
- Tumblr
- Google+



Communicating Upwards

- Use metrics
- Focus on outcomes not inputs
- Beware of comparisons
- Visualize reports
- Give a narrative explanation
- Seek validation from outside source
- Why should you be on social

Crisis Avoidance

GREENPEACE **Nestlé Killer** *Ask Nestlé to give rainforests a break*

SocialTwist Tell-a-Friend

SWEET SUCCESS...

Thanks for the break!

Nestlé announces it will stop using products that come from rainforest destruction.

► [Read more.](#)

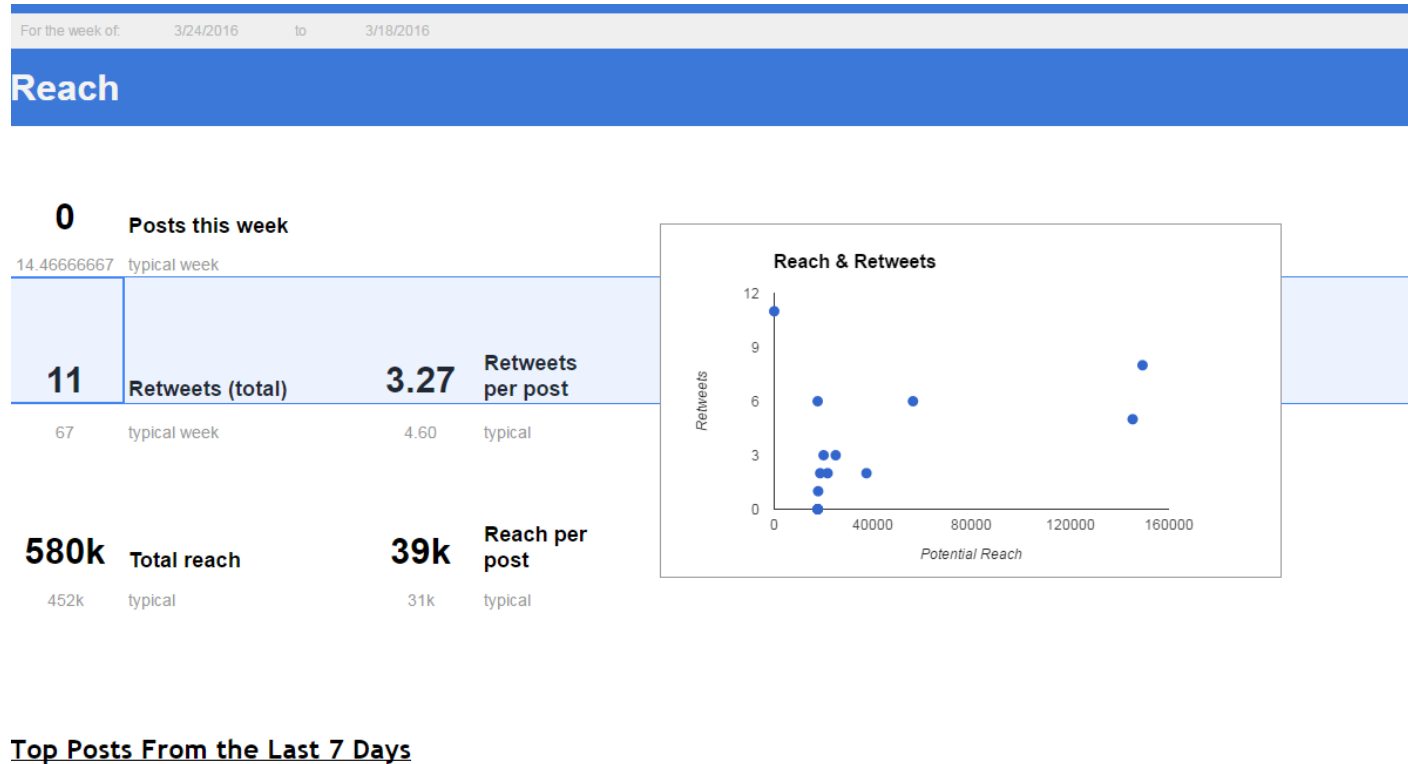
Greenpeace International | [Get full story](#)

GET INVOLVED

SELECT YOUR REGION:

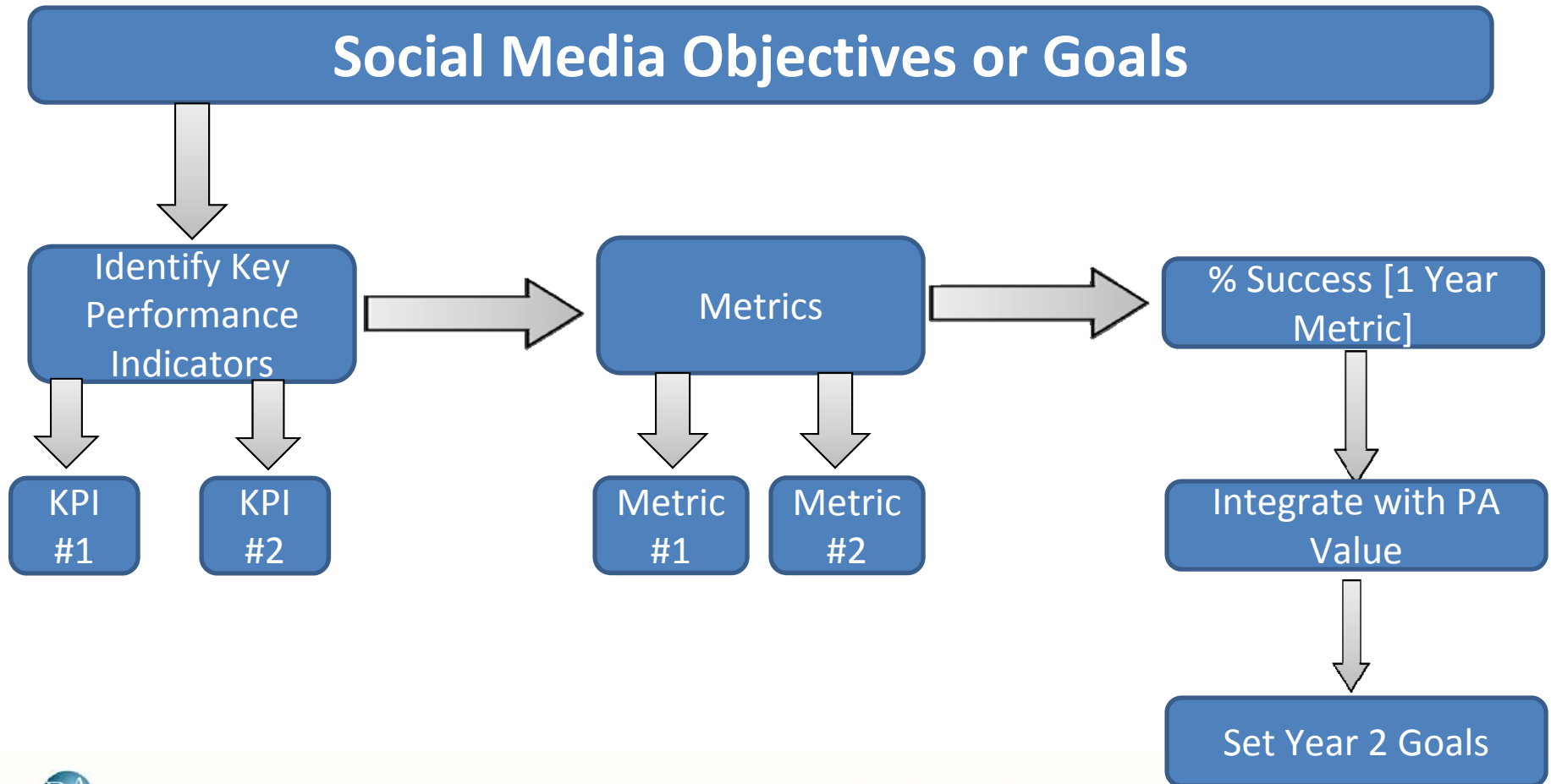
► [Africa \(EN\)](#) ► [Italy](#)

Social Media Report Templates



Buffer Free Google Doc

Demonstrating ROI



Key Takeaways

- Understand larger public affairs value
- Set goals from the beginning
- Develop a content calendar and listening/engagement structure that will lead you towards success
- Use visuals and narratives in your report
- Test, learn, reassess and do not be afraid to delete a social channel

Questions, Concerns and Comments

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