

Measuring and Communicating the Value of Social Media for Public Affairs

Chip Griffin

Founder & CEO, CustomScoop

Public Affairs Council

April 7, 2015



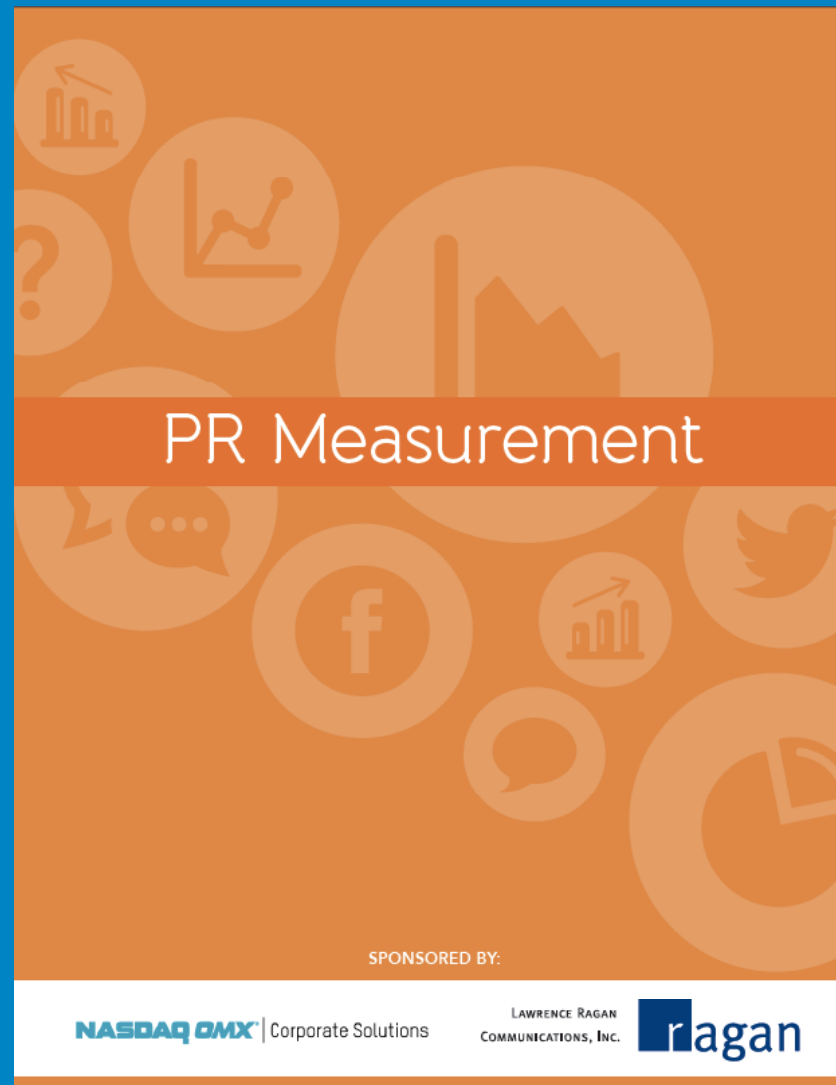
What's the Point?

- ✓ Which measurement tools to use
- ✓ What the data provided by those tools is really telling you
- ✓ How to analyze when social media is actually changing the conversation and advancing business priorities
- ✓ How to package and share your “social media for public affairs” story with key stakeholders

Who am I? Why am I Here?



The Ragan/NASDAQ Study



Key Findings

- 66% say there is no standard
- 79% say they measure anyway
- Only about a quarter are satisfied with how they measure
- 32% still use AVE
- 45% spend less than \$5,000/yr on measurement

Audit

Form 1040 Department of the Treasury—Internal Revenue Service (99) **2011** U.S. Individual Income Tax Return OMB No. 1545-0047 IRS Use Only—Do not write or staple in this space.

For the year Jan. 1–Dec. 31, 2011, or other tax year beginning , 2011, ending , 20

Your first name and initial Last name Your social security number

If a joint return, spouse's first name and initial Last name Spouse's social security number

Home address (number and street). If you have a P.O. box, see instructions. Apt. no. Make sure the SSN(s) above and on line 8c are correct.

City, town or post office, state, and ZIP code. If you have a foreign address, also complete spaces below (see instructions).

Foreign country name Foreign province/county Foreign postal code

Filing Status 1 ☐ Single 4 ☐ Head of household (with qualifying person). (See instructions.) If the qualifying person is a child but not your dependent, enter this child's name here. 2 ☐ Married filing jointly (even if only one had income) 3 ☐ Married filing separately. Enter spouse's SSN above and full name here. 5 ☐ Qualifying widow(er) with dependent child

Check only one box.

Exemptions 6a ☐ Yourself. If someone can claim you as a dependent, do not check box 6a. 6b ☐ Spouse. 6c ☐ Dependents. (1) First name Last name (2) Dependent's social security number (3) Dependent's relationship to you (4) ☐ If child under age 17 qualifying for child tax credit (see instructions) No. of children on line 6c who: • lived with you • did not live with you due to divorce or separation (see instructions) Dependents on line 6c not entered above Add numbers on lines above ▶

If more than four dependents, see instructions and check here ▶ ☐

Income 7 Wages, salaries, tips, etc. Attach Form(s) W-2 7 8a Taxable interest. Attach Schedule B if required 8a 8b Tax-exempt interest. Do not include on line 8a 8b 9a Ordinary dividends. Attach Schedule B if required 9a 9b Qualified dividends 9b 10 Taxable refunds, credits, or offsets of state and local income taxes 10 11 Alimony received 11 12 Business income or (loss). Attach Schedule C or C-EZ 12 13 Capital gain or (loss). Attach Schedule D if required. If not required, check here ▶ ☐ 13 14 Other gains or (losses). Attach Form 4797 14 15a IRA distributions 15a 15b Taxable amount 15b 16a Pensions and annuities 16a 16b Taxable amount 16b 17 Rental real estate, royalties, partnerships, S corporations, trusts, etc. Attach Schedule E 17 18 Farm income or (loss). Attach Schedule F 18 19 Unemployment compensation 19 20a Social security benefits 20a 20b Taxable amount 20b 21 Other income. List type and amount 21 22 Combine the amounts in the far right column for lines 7 through 21. This is your **total income** ▶ 22

Attach Form(s) W-2 here. Also attach Forms W-2G and 1099-R if tax was withheld.

If you did not get a W-2, see instructions.

Enclose, but do not attach, any payment. Also, please use Form 1040-V.

Adjusted Gross Income 23 Educator expenses 23 24 Certain business expenses of reservists, performing artists, and fee-basis government officials. Attach Form 2106 or 2106-EZ 24 25 Health savings account deduction. Attach Form 8889 25 26 Moving expenses. Attach Form 3903 26 27 Deductible part of self-employment tax. Attach Schedule SE 27 28 Self-employed SEP, SIMPLE, and qualified plans 28 29 Self-employed health insurance deduction 29 30 Penalty on early withdrawal of savings 30 31a Alimony paid b Recipient's SSN ▶ 31a 32 IRA deduction 32 33 Student loan interest deduction 33 34 Tuition and fees. Attach Form 8917 34 35 Domestic production activities deduction. Attach Form 990 35 36 Add lines 23 through 35 36 37 Subtract line 36 from line 22. This is your **adjusted gross income** ▶ 37

For Disclosure, Privacy Act, and Paperwork Reduction Act Notice, see separate instructions. Cat. No. 11320B Form **1040** (2011)

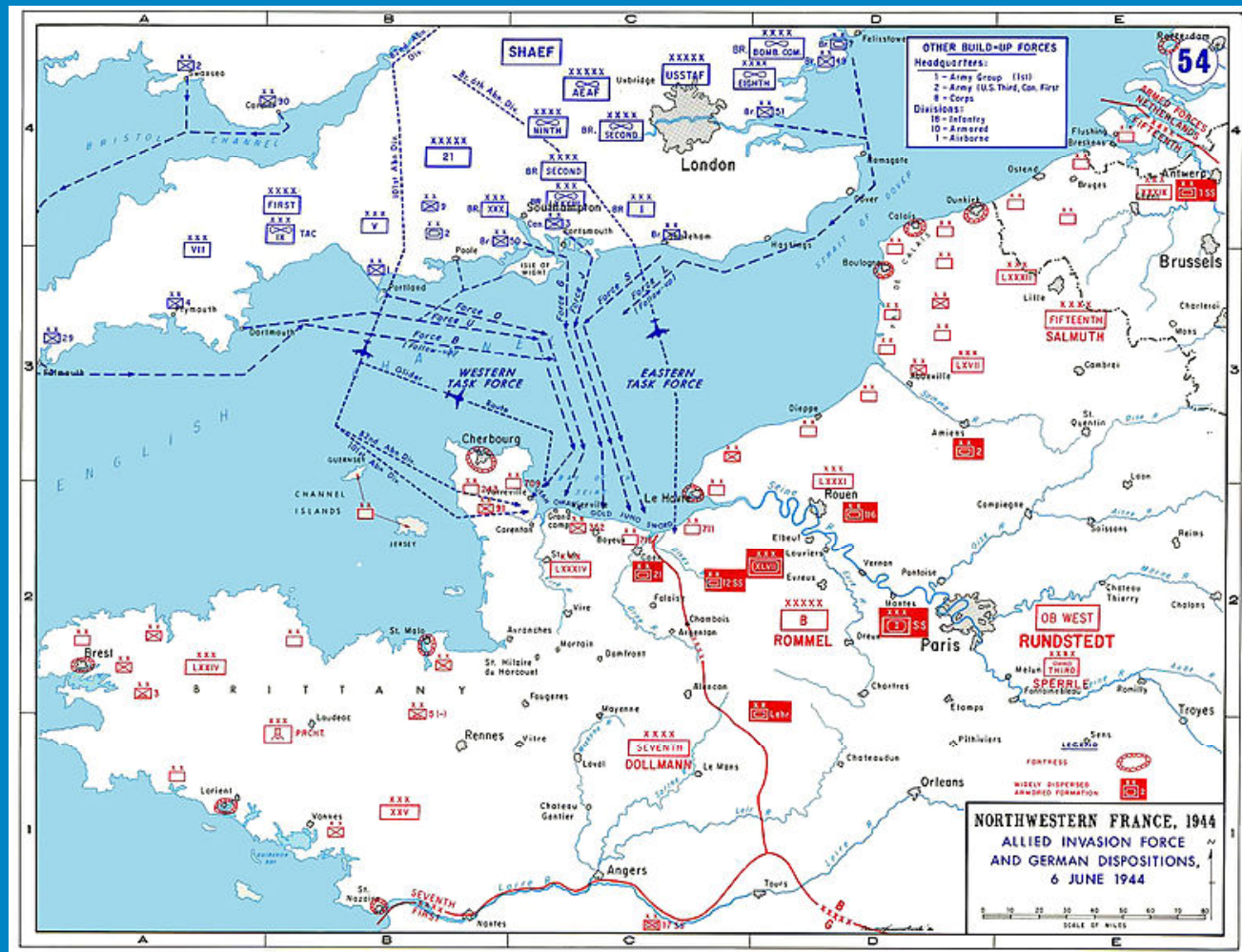
Know Your Goals



Know Your Audience



Have a Plan



Measure and Adjust



Key Idea

OUTCOMES

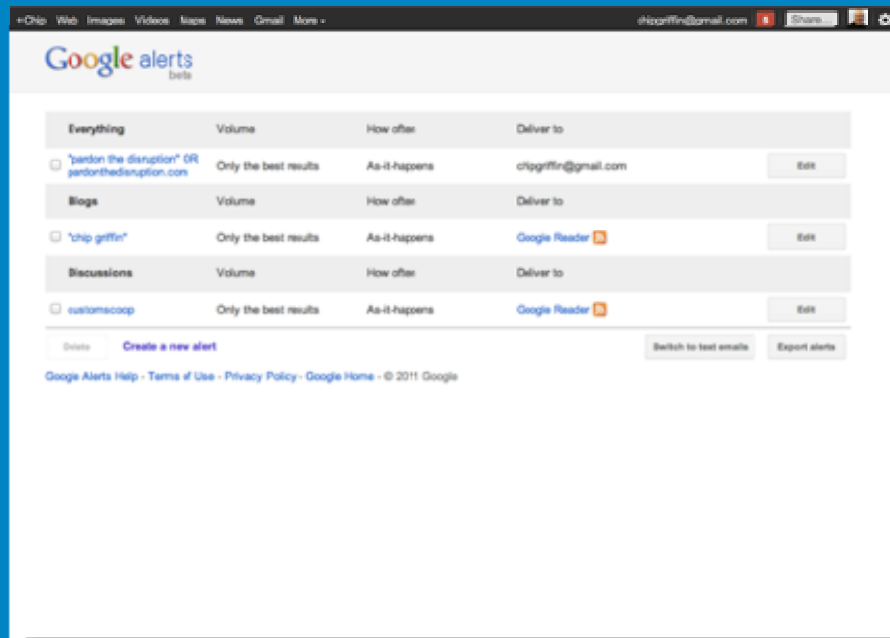
NOT

OUTPUTS

Tools



Free vs. Professional



The screenshot shows the Google Alerts web interface. At the top, there's a navigation bar with links like 'Chip', 'Web', 'Images', 'Videos', 'Maps', 'News', 'Gmail', and 'More'. Below this, the 'Google alerts' logo is visible. The main content area displays a list of alerts with columns for 'Everything', 'Volume', 'How often', and 'Deliver to'. There are three alerts listed: one for 'jandon the disruption' OR jandonthedisruption.com, one for 'chip griffin', and one for 'customscoop'. Each alert has an 'Edit' button. At the bottom, there are links for 'Delete', 'Create a new alert', 'Switch to text emails', and 'Export alerts'.

Everything	Volume	How often	Deliver to
<input type="checkbox"/> "jandon the disruption" OR jandonthedisruption.com	Only the best results	As-it-happens	chipgriffin@gmail.com
<input type="checkbox"/> "chip griffin"	Only the best results	As-it-happens	Google Reader
<input type="checkbox"/> customscoop	Only the best results	As-it-happens	Google Reader

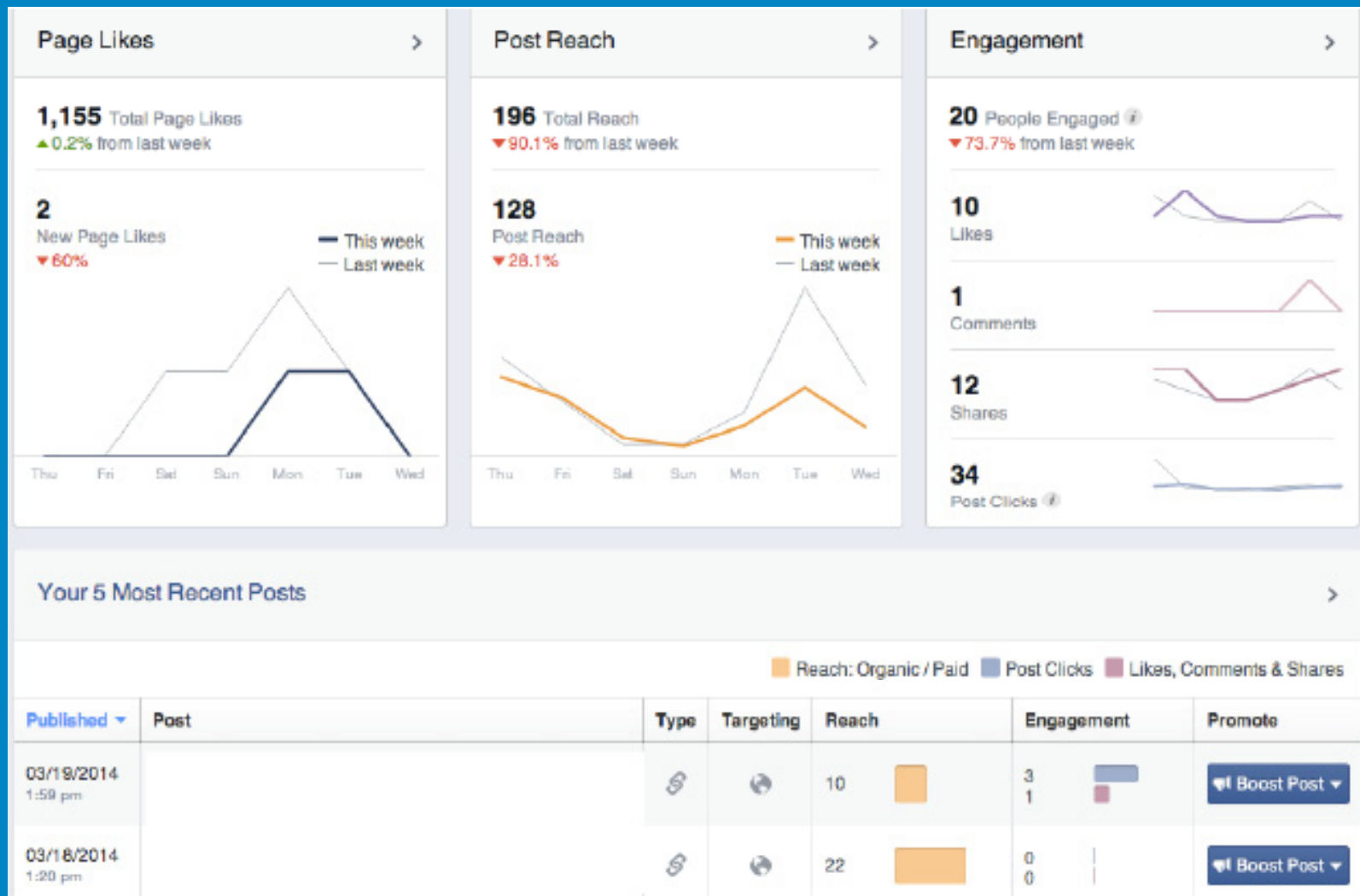


The screenshot shows the CustomScoop Team Edition interface. At the top, there's a navigation bar with links like 'Home', 'Results', 'Search', 'Reports', 'Charts', 'Newsletter', 'Dashboard', 'Documents', and 'Alerts'. Below this, the 'Overview' section displays '218 All Results Since Tuesday, October 11 at 9 AM ET.'. To the left, there's a 'Keyword Totals' section with a list of keywords and their counts: BP Rackspace (59), IN social media monitoring (34), CI Radian6 (22), CI Vocus (21), CI Collective Intellect (11), IN media measurement (10), IN PR measurement (10), SKV Sphero [FEED] (9), and CI Cision (7). To the right, there's a 'Results by Source Type' section with a pie chart showing the distribution of results across various source types. Below the pie chart, there's a 'Results by Time' section with a table showing results for 'Today' (60) and 'Yesterday' (237). At the bottom right, there's a 'Group Results by' section with a dropdown menu set to 'Countries' and a 'VIEW' button.

Keyword	Count
BP Rackspace	59
IN social media monitoring	34
CI Radian6	22
CI Vocus	21
CI Collective Intellect	11
IN media measurement	10
IN PR measurement	10
SKV Sphero [FEED]	9
CI Cision	7

Time	Count
Today	60
Yesterday	237

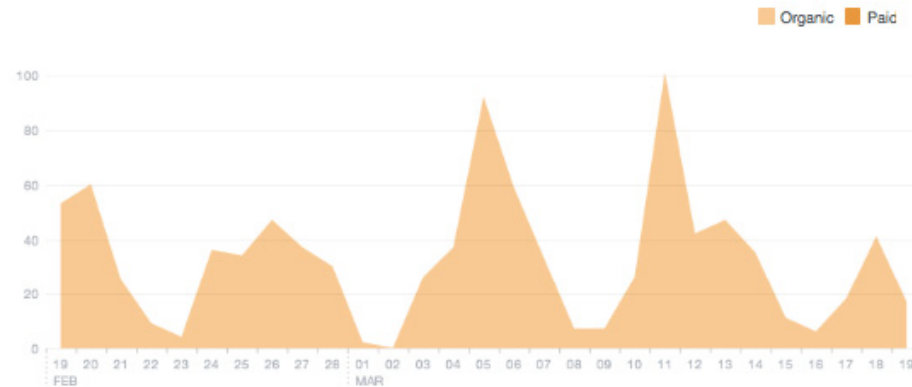
Facebook Insights



Facebook Insights - Reach

Post Reach

The number of people who saw your posts.



BENCHMARK

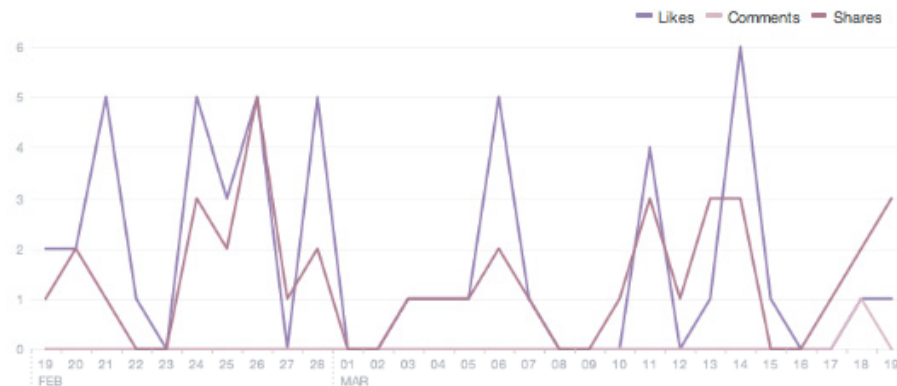
Compare your average performance over time.

Organic

Paid

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

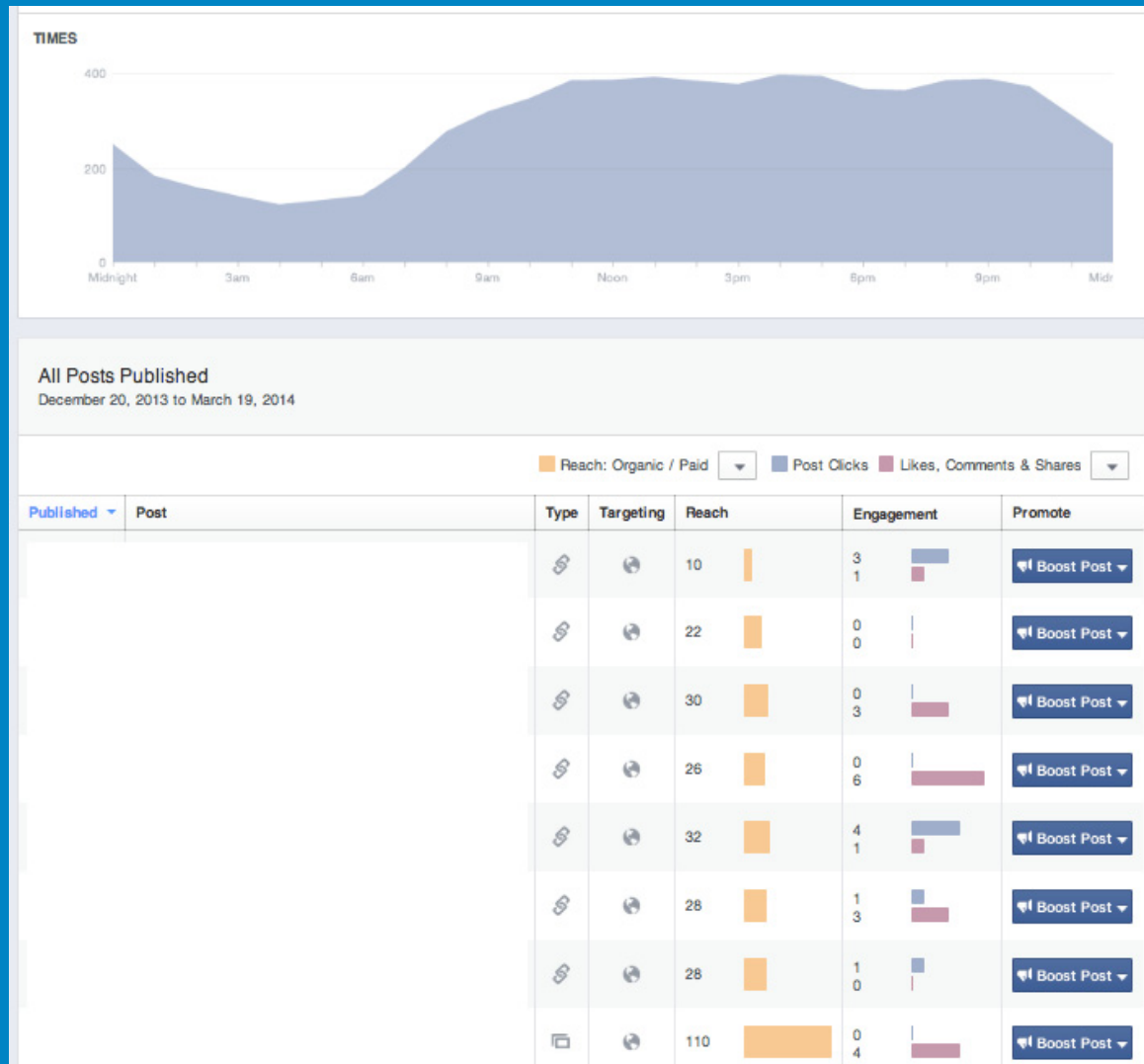
Compare your average performance over time.

Likes

Comments

Shares

Facebook Insights - Posts



Twitter Analytics



Twitter Analytics

Interests

Most unique interests ?

65% Entrepreneurship

49% Startups

41% Marketing

28% Leadership

27% SEO

Top interests ?

70% Technology

65% Entrepreneurship

64% Business and finance

57% Business and news

49% Startups

48% Tech news

46% Politics and current events

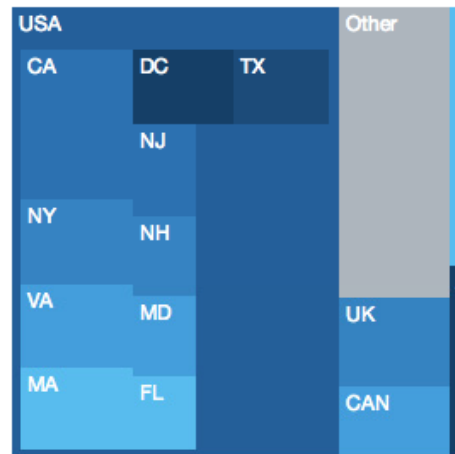
41% Marketing

28% Financial news

28% Leadership

Location

Top countries and states



Top cities

11% Washington, D.C., US

8% Boston, US

7% New York City, US

4% Los Angeles, US

4% San Francisco, US

Gender

74% M

26% F

Your followers also follow

47% GuyKawasaki · [Profile](#)

45% chrisbrogan · [Profile](#)

44% BarackObama · [Profile](#)

41% Scobleizer · [Profile](#)

41% TechCrunch · [Profile](#)

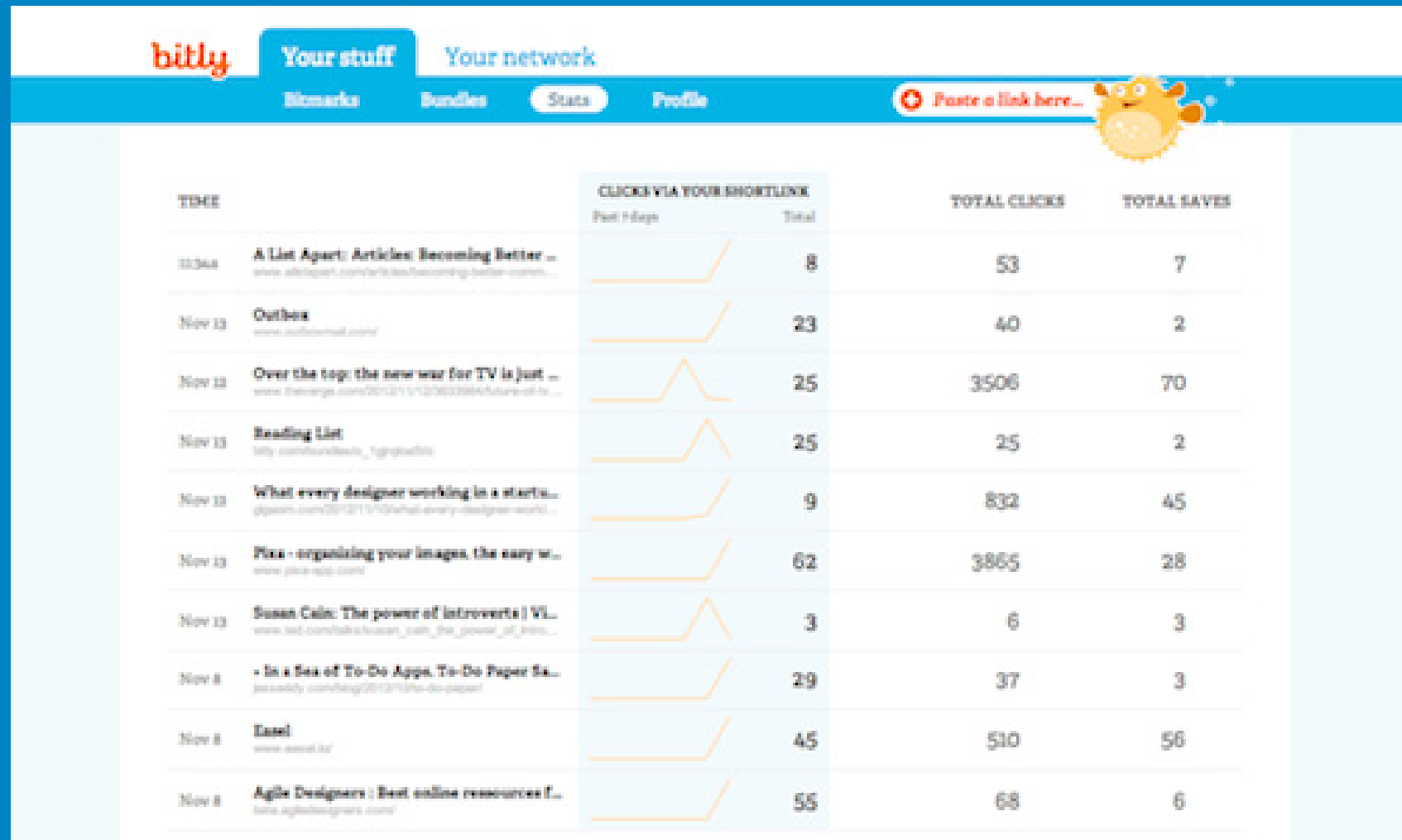
39% garyvee · [Profile](#)

38% briansolis · [Profile](#)

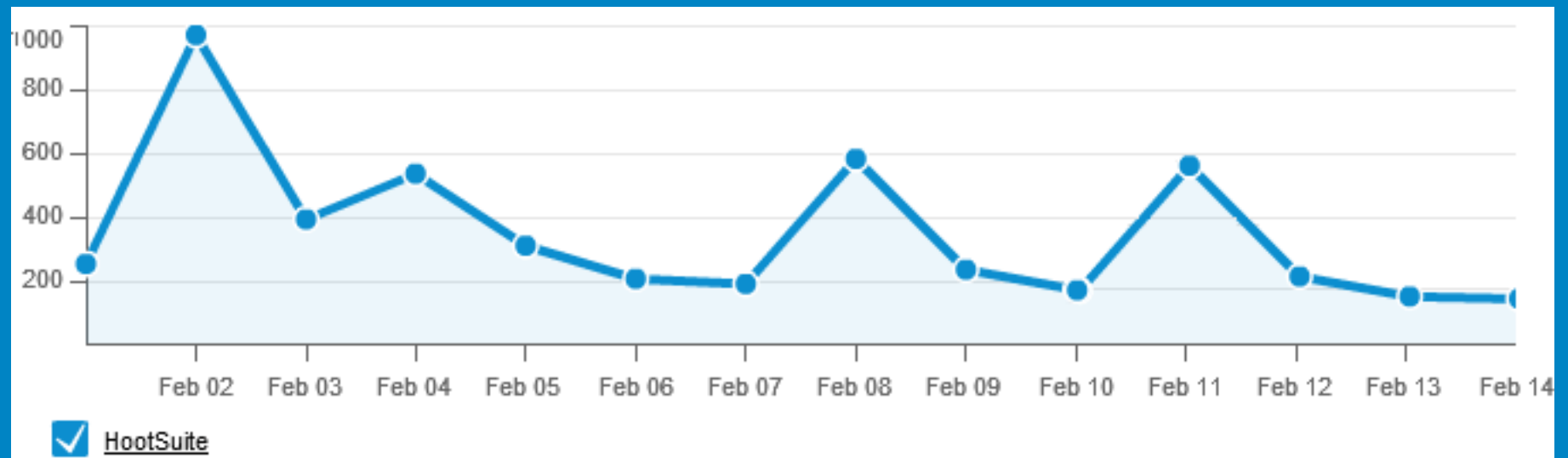
31% jowyang · [Profile](#)

31% MarketingProfs · [Profile](#)

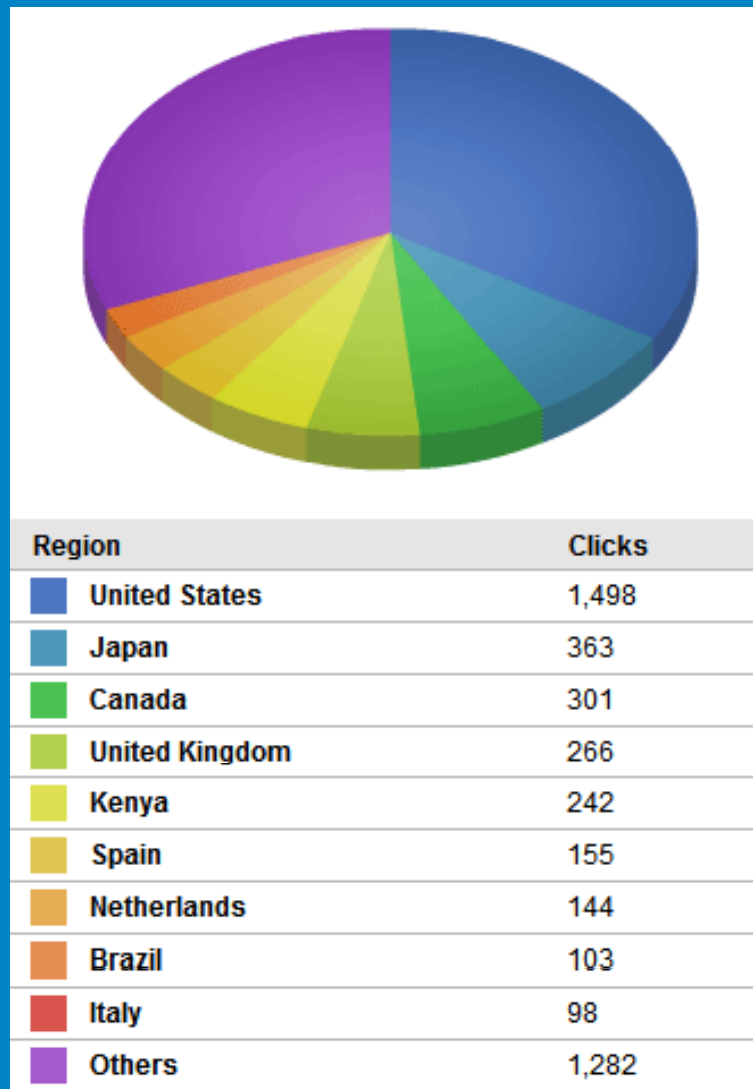
bitly Stats



Hootsuite – Owly Overview



Hootsuite – Owly Breakdown



Hootsuite – Owly Links

1	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
2	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
3	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
4	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
5	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
6	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
7	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
8	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
9	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks
10	ow.ly/3MhaF google.com/search/?q=something This is the tweet message that was sent with the link. If it is too long it will be truncated.	3,445 clicks

Klout



PublicAffairsCouncil

The association for the public affairs profession and professional. Follow us for news and perspectives on all things public affairs.

Public Relations Politics Social Media Advocacy Lobbying View More Topics





Dany Mehrad Fuertes
@DMehradF

Mar 17

“
**Strong Stories and Images
Form Blueprint to Grassroots
Success** [@PACouncil](http://pac.org/news/grc-2014)
”





PublicAffairsCouncil
@PACouncil

Mar 4

“
**#PAC14: This morning we're
hearing from @sissenberg
author of The Victory Lab on
how #data and #analytics are
changing #politics.**
”





PublicAffairsCouncil
@PACouncil

Mar 13

 CustomScoop

Tweetreach

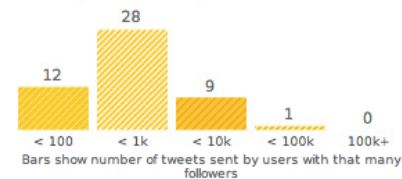
TweetReach Report for @pacouncil

estimated reach ⓘ

23,003
accounts reached

exposure ⓘ

49,236 impressions

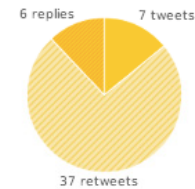
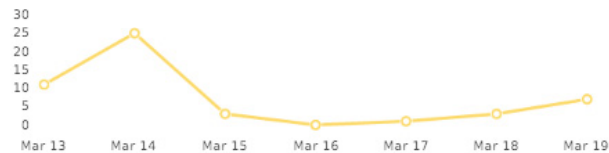


activity ⓘ

50 tweets

20 contributors

7 days



top contributors ⓘ

highest exposure
19.2K impressions



most retweeted
26 retweets



most mentioned
50 mentions



most retweeted tweets ⓘ

5 **PACouncil:** "Super PAC" is here to stay; it is now in the dictionary. Via @washingtonpost: ow.ly/uKjm0 #PACs #campaignfinance about 7 hours ago



5 **SarahKovitz:** There is no one size fits all approach to compliance. @ashbylaw @StateandFederal @PACouncil #marchinthemidwest 6 days ago

2 **PACouncil:** Content must be at the core of your digital marketing. @Mashable shares 7 tips for maximizing content in social media ow.ly/uvly5 7 days ago


SocialMention



Monitoring Suites



















 eOutreach Chip Griffin | Help & Training | 

[Home](#) [Results](#) [Search](#) [Saved Searches](#) [Charts](#) [Custom Reports](#) [Alerts](#) [Documents](#) [Keywords](#)

Results  [need help?](#)

559 All Results View Edit
Since Tuesday, March 18 at 9:00 AM Change Time

Simple Mentions ☒ on ☐ off 1-100 of 559 Sort By

	Source	Headline	Indexed At	Actions
	Twitter (Blogs) ERP Dev (ERPDev) Followers: 36 Following: 0 Alexa: 11	Abstract: ...ERPDev: White Paper: Top Social Media Monitoring Tools of 2012 http://t.co/vf3lKN3eXp ... Keywords: Media Monitoring (Tw) Tags: <input type="text"/> Tag It	Mar 19th, 5:19 pm Rating: Unrated Add Notes: <input type="text"/> Save Note	    
	Twitter (Blogs) Airbridge (NZStrongbox) Followers: 86 Following: 209 Alexa: 11	Abstract: ...NZStrongbox: RT @MuckRock: What's trending at Homeland Security? Help MuckRock scour the DHS social media monitoring handbook! http://t.co/hqg3MDJgsI ... Keywords: Media Monitoring (Tw) Tags: <input type="text"/> Tag It	Mar 19th, 5:19 pm Rating: Unrated Add Notes: <input type="text"/> Save Note	    
	Twitter (Blogs) Engage The Page (EngageT) Followers: 5013 Following: 3416 Alexa: 11	Abstract: ...EngageThePage: White Paper: Consumer Driven Innovation via Social Media Monitoring http://t.co/VXiu6FXphh ... Keywords: Media Monitoring (Tw) Tags: <input type="text"/> Tag It	Mar 19th, 5:19 pm Rating: Unrated Add Notes: <input type="text"/> Save Note	    

Email

Reports

Overview

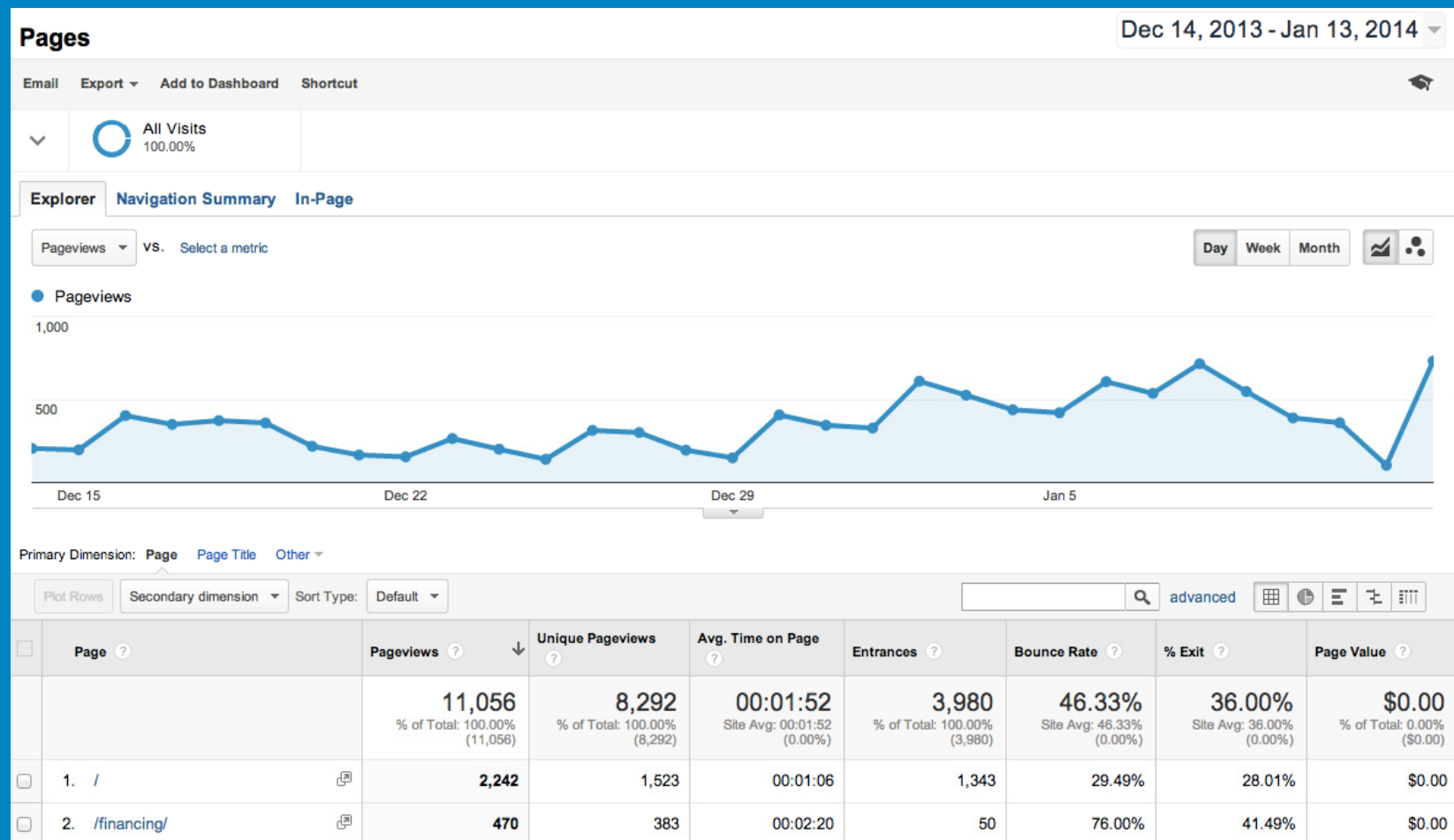
Revenue

All Lists ▾

Open Rate Click Rate



Google Analytics



Google Analytics - Social

Primary Dimension: Social Network Landing Page Other ▾										
Plot Rows		Secondary dimension ▾		Sort Type: Default ▾						
	Social Network ?	Acquisition			Behavior			Conversions		
		Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		279 <small>% of Total: 8.39% (3,327)</small>	39.78% <small>Site Avg: 83.44% (-52.32%)</small>	111 <small>% of Total: 4.00% (2,776)</small>	62.37% <small>Site Avg: 79.77% (-21.82%)</small>	2.59 <small>Site Avg: 1.65 (57.33%)</small>	00:04:44 <small>Site Avg: 00:01:13 (289.83%)</small>	0.00% <small>Site Avg: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. Facebook	183 (65.59%)	31.15%	57 (51.35%)	60.11%	2.70	00:05:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Twitter	85 (30.47%)	51.76%	44 (39.64%)	65.88%	2.51	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. LinkedIn	10 (3.58%)	90.00%	9 (8.11%)	70.00%	1.40	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Tumblr	1 (0.36%)	100.00%	1 (0.90%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Google Analytics - Breakout

Social Network ?	Destination Page ?	Acquisition			Behavior			Conversions	
		Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?	Goal Conversion Rate ?	Goal Completions ?
		183 % of Total: 5.50% (3,327)	31.15% Site Avg: 83.44% (-62.67%)	57 % of Total: 2.05% (2,776)	60.11% Site Avg: 79.77% (-24.65%)	2.70 Site Avg: 1.65 (64.22%)	00:05:14 Site Avg: 00:01:13 (331.83%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1. Facebook	/	38 (20.77%)	0.00%	0 (0.00%)	21.05%	2.29	00:10:43	0.00%	0 (0.00%)
2. Facebook		27 (14.75%)	88.89%	24 (42.11%)	96.30%	1.19	00:00:04	0.00%	0 (0.00%)
3. Facebook	/updates/	22 (12.02%)	0.00%	0 (0.00%)	68.18%	3.23	00:04:39	0.00%	0 (0.00%)
4. Facebook	/about-us/our-members/	17 (9.29%)	5.88%	1 (1.75%)	70.59%	2.59	00:02:48	0.00%	0 (0.00%)
5. Facebook		16 (8.74%)	87.50%	14 (24.56%)	87.50%	1.25	00:00:21	0.00%	0 (0.00%)
6. Facebook		9 (4.92%)	66.67%	6 (10.53%)	77.78%	2.33	00:00:16	0.00%	0 (0.00%)
7. Facebook		7 (3.83%)	71.43%	5 (8.77%)	85.71%	1.14	00:02:15	0.00%	0 (0.00%)
8. Facebook		4 (2.19%)	0.00%	0 (0.00%)	50.00%	3.50	00:09:42	0.00%	0 (0.00%)
9. Facebook		4 (2.19%)	25.00%	1 (1.75%)	50.00%	4.25	00:08:28	0.00%	0 (0.00%)
10. Facebook		3 (1.64%)	33.33%	1 (1.75%)	100.00%	4.33	00:00:00	0.00%	0 (0.00%)

Google Analytics - Campaigns

URL builder

CAMPAIGNS

Add Custom Campaign parameters to your URLs.

< NEXT: BEST PRACTICES FOR CREATING CUSTOM CAMPAIGNS >

Fill in the form below and click the **Submit** button in order to create URLs for custom campaigns for website tracking. Use the Google Play URL builder tool [for mobile app tracking](#).

When you enter your URL, you need to escape special characters. For example, if your URL contains a string such as `topic=1638563&rd=1`, you need to escape the ampersand, and enter that portion of the URL like this:
`topic=1638563&rd=1`

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

Where Else to Look

- CRM/AMS
- Advocacy Tools
- Surveys

Explaining ROI



Make It Visual



Tell a Story



www.linkedin.com/in/chipgriffin

LinkedIn



Chip Griffin

The Virtual Chief Digital Officer

Greater Boston Area | Public Relations and Communications

Current Managing Partner & Virtual Chief Digital Officer at Franeo
Founder, Chairman & CEO at eOutreach / CustomScoop

Past Chief Digital Officer at DCI Group
Executive Producer & Publisher at Eaglon
Managing Director at AOS Ventures
[see all](#)

Education American University
Portsmouth High School

Recommendations 8 people have recommended Chip

Connections 500+ connections

Websites Pardon the Disruption Blog
Personal Website
The Virtual CDO Blog

Chip Griffin's Summary

Chip Griffin became one of the first individuals to serve as a Chief Digital Officer of any major public relations firm. A pioneer in digital communications since the mid-1990's when he was named CEO of Townhall.com at the age of 23, he currently serves as Managing Partner and Virtual Chief Digital Officer for Franeo. He also co-founded CustomScoop, a media monitoring software and services company.



Find Me

Email	chip@customscoop.com
Twitter	@chipgriffin
LinkedIn	www.linkedin.com/in/chipgriffin
Phone	603.227.9800
Personal Blog	www.chipgriffin.com
Company Site	www.customscoop.com