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D I G I T A L

Why does online influence matter for EU advocacy?

Today's digital landscape favours the
divisive and dishonest.

To make an impact, we must shape our
own digital frontier.

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What is digital impact?

The capacity and
willingness to reach,
engage and influence the
people you care about.

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Why measure digital impact?

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- Understand your digital landscape
- Snapshot of your online influence
- Establish new processes, habits
- Continually test, measure and learn
- Incremental progress, higher ROI

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**Score your digital impact,
chart your progress**

How to create a D Scale

1. Survey the digital landscape
2. Develop a custom formula
3. Apply to digital profile/s
4. Calculate **Digital Impact Score**

Repeat every 3 months.

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The D Scale – The MEP Edition

- Data sample: 10 Leaders of 7 Political Groups in the European Parliament
- Data extracted: 31 October 2019

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<p>Manfred Weber</p> <p>5.9</p>  <p>EPP</p> <p>Quantitative Score: 5.5 Bonus Point: 0.4</p>	<p>Iratxe García</p> <p>5.9</p>  <p>S&D</p> <p>Quantitative Score: 5.3 Bonus Point: 0.6</p>	<p>Dacian Cioloș</p> <p>7.1</p>  <p>RE</p> <p>Quantitative Score: 6.6 Bonus Point: 0.5</p>	<p>Ska Keller</p> <p>8.0</p>  <p>Greens - EFA</p> <p>Quantitative Score: 7.5 Bonus Point: 0.5</p>	<p>Philippe Lamberts</p> <p>5.7</p>  <p>Greens - EFA</p> <p>Quantitative Score: 5.4 Bonus Point: 0.3</p>
<p>Marco Zanni</p> <p>6.9</p>  <p>ID</p> <p>Quantitative Score: 6.3 Bonus Point: 0.6</p>	<p>Raffaele Fitto</p> <p>6.5</p>  <p>ECR</p> <p>Quantitative Score: 5.9 Bonus Point: 0.6</p>	<p>Ryszard Legutko</p> <p>2.6</p>  <p>ECR</p> <p>Quantitative Score: 2.4 Bonus Point: 0.2</p>	<p>Manon Aubry</p> <p>7.8</p>  <p>GUE - NGL</p> <p>Quantitative Score: 7.2 Bonus Point: 0.6</p>	<p>Martin Schirdewan</p> <p>3.6</p>  <p>GUE - NGL</p> <p>Quantitative Score: 3.3 Bonus Point: 0.3</p>

The MEP Edition

OCT 2019

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- 21 quantitative metrics/variables in 10 weighted categories = max **10 points**
- 1 qualitative metric (bonus) = max **1 point**
- Digital Impact Score = max **11 points**

The MEP Edition - Formula (1)

Primary Twitter profile	2
Follower/Following ratio divided by 10	1
Add 0.1 for every 1k followers	0.5
Add 0.1 for every tweet with 10+ interactions in last 7 days	0.5
LinkedIn profile	1
Connections/followers (0.1 for every 100)	0.5
Published at least 1 x post in the last month	0.5
Personal Instagram profile	1
Published at least 1 x post or story in the last 7 days	1
Subtract 0.1 for every hashtag found in the latest post caption	-0.5
Primary Facebook page/profile	1
Published at least 1 x Facebook post in the last 7 days	0.5
A post generated a comment thread of 2 or more replies in the last month	0.5

The MEP Edition - Formula (2)

Video content	0.5
Published at least 1 x original video content on YouTube in the last 30 days	0.5
Live content	0.5
Published at least 1 x live content in the last 30 days	0.5
Access and interaction	1
Has a “contact” area/box on personal website	0.2
Direct messaging is enabled on Twitter profile	0.2
Replied to a no-blue-tick Twitter user in the last 7 days	0.2
Direct messaging is enabled on Instagram and/or Facebook	0.2
Replied to a user comment on Instagram and/or Facebook in the last 7 days	0.2
EU influencer score	1
Add 0.1 for every Top 40 #EUInfluencer following Twitter profile	1

The MEP Edition - Formula (3)

Google rank	1
Website appears on first page of name Google search conducted in Brussels	0.5
Website appears on first page of name Google search conducted in home country	0.5
Wikipedia	1
Has a Wikipedia page (English and/or home language)	0.5
Wikipedia page includes at least 10 x "References"	0.5
The Right Street bonus point (qualitative)	1

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Future editions of The D Scale

- MEPs – “The EU40 Edition”
- European Commissioners
- Associations, NGOs
- Corporates
- Any organisation or individual

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