




**Communication measurement
2011 What will change; what will not**



State of the Art · Dernier cri
June 13-15 juin · Regina 2010


Monday, June 14, 2010

Your experiences

- ▶ What value do we bring to our organizations?
- ▶ How do we know?
- ▶ What measures did you use to conclude that?




Agenda



- ▶ Communication measurement
 - ▶ Trends through 2011
 - ▶ Measurement roles
- ▶ What will change; what will not
 - ▶ The emerging forces for change
 - ▶ Meaningful measures

The World Today



Connectivity → ← Loose bonds

*The Tipping Point
Malcolm Gladwell*

- Late 20th century post modernism
 - rejection of objective truth and cultural narrative
 - acceptance of the elusiveness of meaning and knowledge
- The 21st century search for truth
 - "In pseudo-modernism one phones, clicks, presses, surfs, chooses, moves, downloads."

Dr Alan Kirby

Brian Solis FutureWorks PR 2.0

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Our world of communication today

- ▶ Chaos - the perfect storm
 - Economic rollercoaster
 - Collapse of old communication paradigms
 - Unprecedented rise in new technologies





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What is changing?

- ▶ Focus on the **outcomes** of what we do
- ▶ Our **influencers** are friends, family, peers
- ▶ **Engagement** of people is success



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What is working today?

Today, Buyers Rely on Influencers for Purchase Decisions



Source: Social Media Examiner

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What should we be measuring?

- › Efficiencies of our communications
- › Payback of our communications tactics
- › Contributions to sustainability of our enterprise

Market share	Customer retention
Price premium	Perception of quality
Rate of growth in marketplace	Share of wallet of consumer budget
Rate of new customer acquisition	Unique value proposition
Average cost per customer	Active customer ratio

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Case study Branding AIDS Vancouver

Arthur Yee
- Simon Fraser University communications grad

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Case study Branding AIDS Vancouver

The need

- ▶ Poor internal communication channels
 - no intranet or employee newsletter
 - one central email list
 - unorganized shared directory
 - No internal communication coordination
- ▶ Geographically segregated between three physical sites
- ▶ Inconsistent look and feel in its branded materials

Arthur Yee
- Simon Fraser University communications grad.₁₀

Case study Branding AIDS Vancouver

Audiences

- ▶ Primary audience:
 - Front-line employees and volunteers (200+ people)
- ▶ Secondary audience:
 - Administrative and executive team (9 people)

Arthur Yee
- Simon Fraser University communications grad.
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Case study Branding AIDS Vancouver

Goal

- ▶ Rebrand AIDS Vancouver to represent and emotionally engage its people.

Objective 1

- ▶ 80% of employees understand branding with infrastructure to properly use the brand.

Measurement:

- ▶ Frequency of brand standards package consultation
- ▶ *Result: 100% of employees use brand standards guide when publishing materials.*
- ▶ Increase understanding of branding and its importance to AIDS Vancouver.
- ▶ *Result: 100% of respondents report being more knowledgeable about branding*

Arthur Yee
- Simon Fraser University communications grad.₁₂

Case study Branding AIDS Vancouver

Objective 2

- › Portfolio of materials illustrates the principles of the brand and easily used

Measurement:

- › Employees support consistency of AIDS Vancouver's branded materials.
- › Result:
 - 100% of respondents say materials are more consistent in look and feel
- › Brand and content reused in other communication materials.
- › Result:
 - Material reprinted for all staff training and public events.
 - Brand influenced the new agency website and library newsletter.
 - Photos and written content featured in the volunteer newsletter.

Arthur Yee
- Simon Fraser University communications grad, 13

Case study Branding AIDS Vancouver

Objective 3

- › Engage employees in the communication process

Measurement:

- › Employees' content contributions to agency communications
- › Result:
 - Employees penned over 20 pages of content in the annual report
 - Contributed/edited content for all other materials.
- › Use of unique client stories/quotes in agency communications
- › Result:
 - 17 unique client and volunteer success stories or interviews used

Arthur Yee
- Simon Fraser University communications grad, 14

Case study Salt Spring Coffee

NEED

- › Salt Spring Coffee Company integrates social and environmental responsibility in company values and practices.
- › Salt Spring Coffee wanted to encourage their customers to reduce waste with travel mugs instead of disposable cups.



Melissa Chungfat
Simon Fraser communications grad, 15

Case study Salt Spring Coffee

Goal:

- ▶ 60% of customers to use environmentally-friendly travel mugs purchased in coffee shops that sell Salt Spring Coffee instead of using disposable cups



Melissa Chungfat
Simon Fraser communications grad

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Case study Salt Spring Coffee Objectives

- ▶ Influence 60% of customers to bring reusable travel mugs to coffee shops.
- ▶ Influence 25% of customers to switch to reusable corn mugs

Strategy

1. Mug loyalty card and customer education campaign
2. Promote corn mugs as environmentally sustainable

Results measured after eight months

- more than 60% of customers bringing own travel mugs
- More than 25% are using reusable corn mugs



Melissa Chungfat
Simon Fraser communications grad

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How are we communicating today ?

- ▶ Boomers
 - sticking with email
 - signing up on Facebook
- ▶ Xers use everything
- ▶ Millennials use social media
 - Millennial influence increasing



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A new era is dawning

► Excellence in communication = relationships

(Reference: IABC Foundation Excellence Study, 1991)

▪ Depends upon:

- sharing and collaboration
- face-to-face and interpersonal conversations

Difficult using traditional media

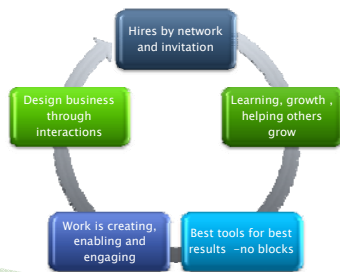
▪ Social media enables relationship building through:

- virtual conversations,
- sharing and collaboration

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What is emerging?

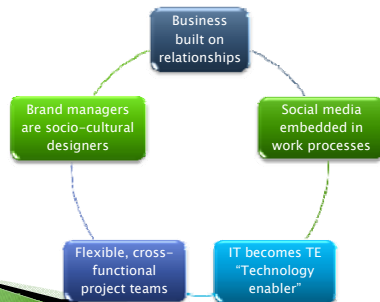
► The connected company



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What is emerging?

► New social business - P2P



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What is emerging?

- ▶ Engagement is the critical success factor
 - Audiences become communities
 - Depend upon advocates of the truth we share
 - Success built upon trust, sharing and collaboration

It is technology that is changing, not people

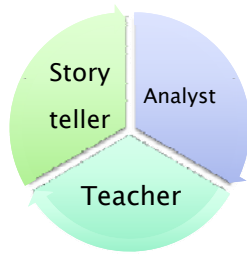
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What is emerging?

▶ Our role



▶ Our skills



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What is emerging?

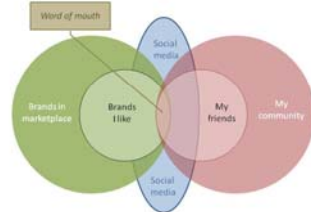
▶ Communication will be:



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What is emerging?

Social media, trust and word of mouth matter



Source: Brendan Hughes Blog SocialMediaToday March 2010

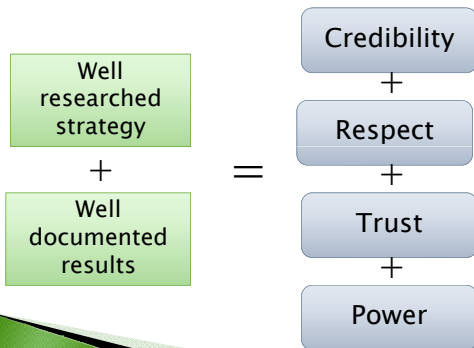
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What is emerging?



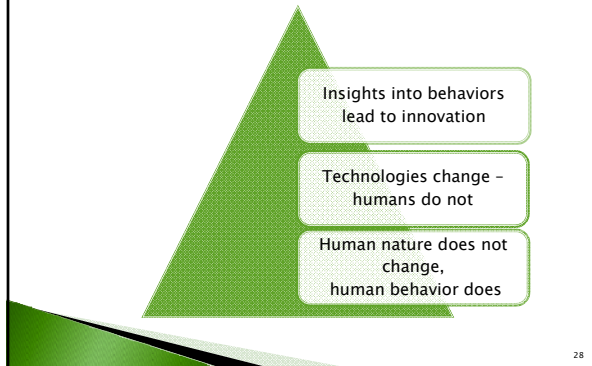
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Meaningful measures - key elements



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Context for measurement

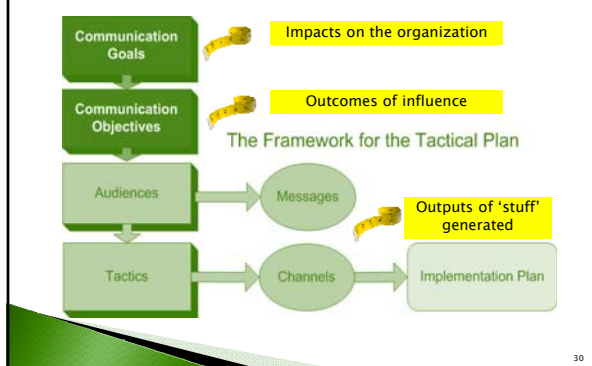


Improving our measures

► The Planning and Measurement Cycle



Designing measurement strategies



Meaningful measures – why measure?



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Meaningful measures – competencies



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Context for measurement



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The anatomy of your organization?

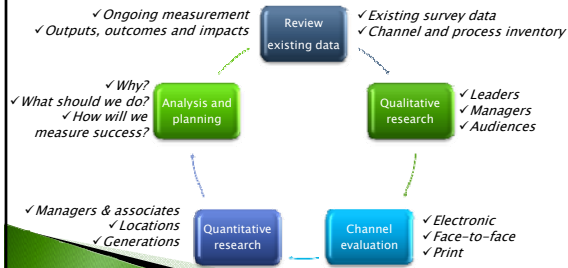
- ▶ Case study: The Home Depot of Canada
 - 33,000 associates; 175 stores
- ▶ Most associates have a strong sense of
 - the **Core Values** of THDC;
 - their **contribution** to the success of THDC
- ▶ How engaged are they in the business?
- ▶ How do they stay informed?



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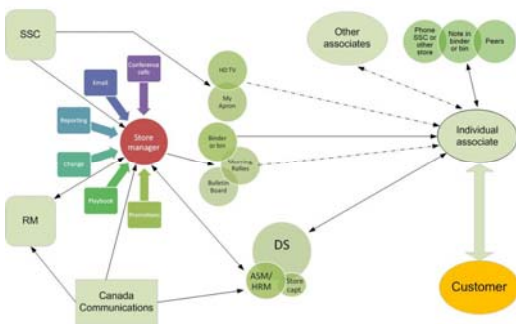
Benchmarking – the communication audit

- ▶ Case study
Internal Communication at The Home Depot Canada



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THDC Information Flow Today



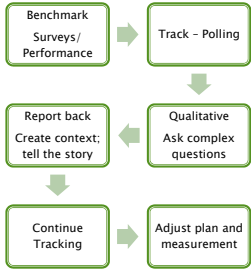
What processes need to change?

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Engaging members

Case study:  **ALBERTA MEDICAL ASSOCIATION**

Members' views critical to the AMA
Trends over seven years

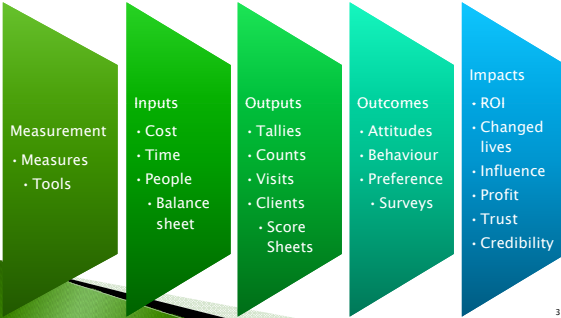


•Result is highly involved and engaged audience
•Positioned for resilience and effective action

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What should we measure?

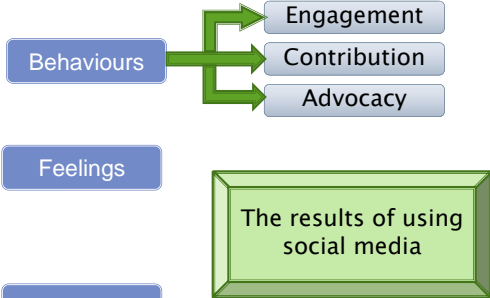
Types of measures



- Measurement**
 - Measures
 - Tools
- Inputs**
 - Cost
 - Time
 - People
 - Balance sheet
- Outputs**
 - Tallies
 - Counts
 - Visits
 - Clients
 - Score Sheets
- Outcomes**
 - Attitudes
 - Behaviour
 - Preference
 - Surveys
- Impacts**
 - ROI
 - Changed lives
 - Influence
 - Profit
 - Trust
 - Credibility

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What should we measure?



Behaviours

Feelings

Financials

Engagement

Contribution

Advocacy

The results of using social media

Source: Measurementcamp
<http://measurementcamp.wikidot.com/what-are-we-trying-to-measure>

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Measures of the future Infegy - Social Radar

socialradar We store billions of conversations.

Social Radar has been collecting **billions** of messages and articles 24/7 from millions of sources all over the Internet, providing historical content spanning back through 2007. Our proprietary crawler collects social content from people who are sharing thoughts, opinions, reviews, and information. These sources can be anything from blogs and news outlets to forums and social networks.

Why does it matter?
Social Radar collects content from a vast range

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