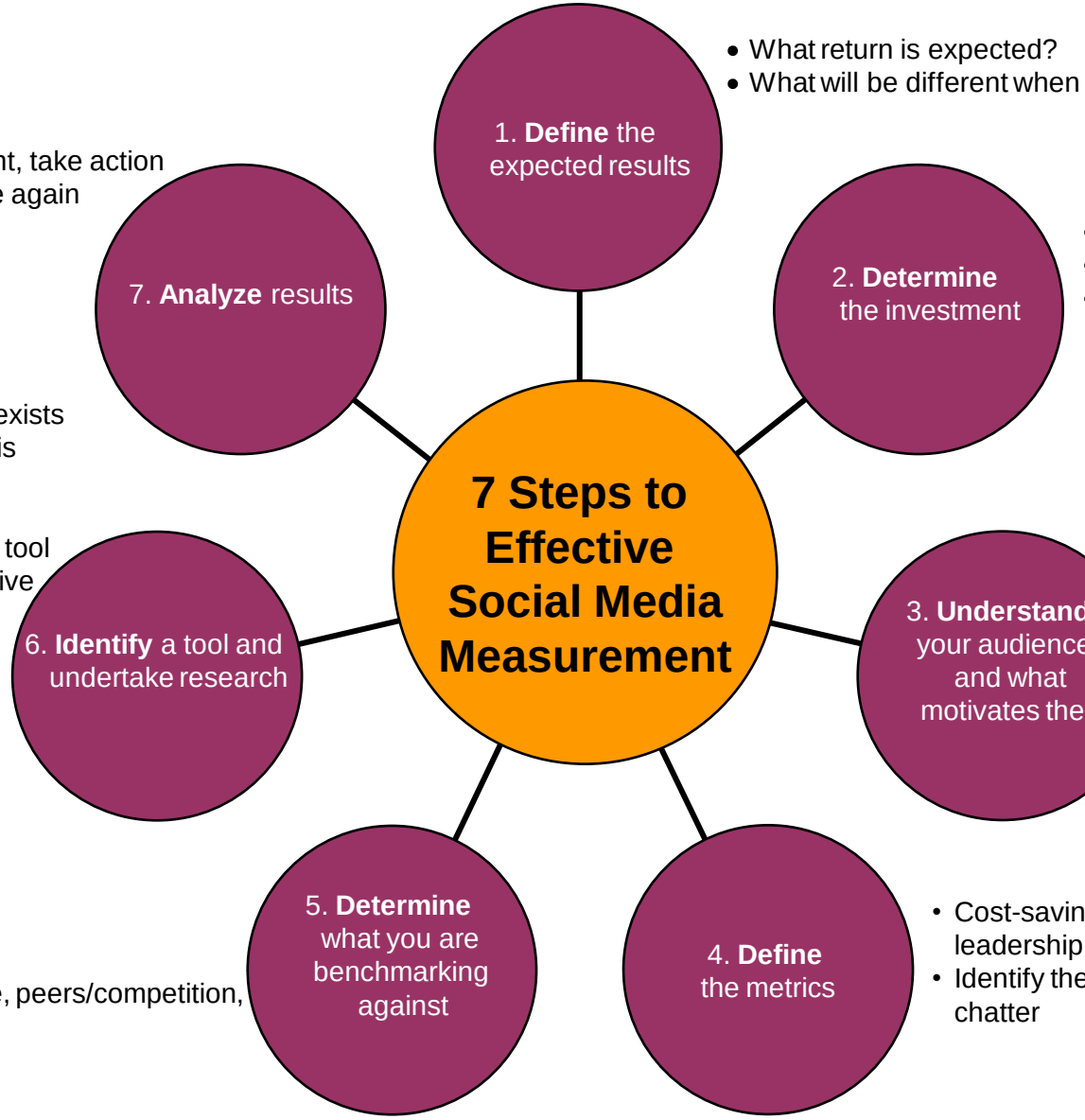
JSH&A Public Relations – Social LIF™
Social Media Measurement



- What return is expected?
- What will be different when the program launches?

- Personnel
- Agency compensation
- Opportunity cost, etc.

- Where do they go for information?
- What's important to them?
- What is the benefit of having a good relationship with them?

- Cost-saving, engagement, trust, thought leadership, message saturation, etc.
- Identify the classification of social media chatter

•Past performance, peers/competition, specific goals

- Find out what already exists
- Decide what research is needed to give you the information you need
- Select a measurement tool by defining your objective
- Implement relationship metrics

- Collect insight, take action and measure again

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