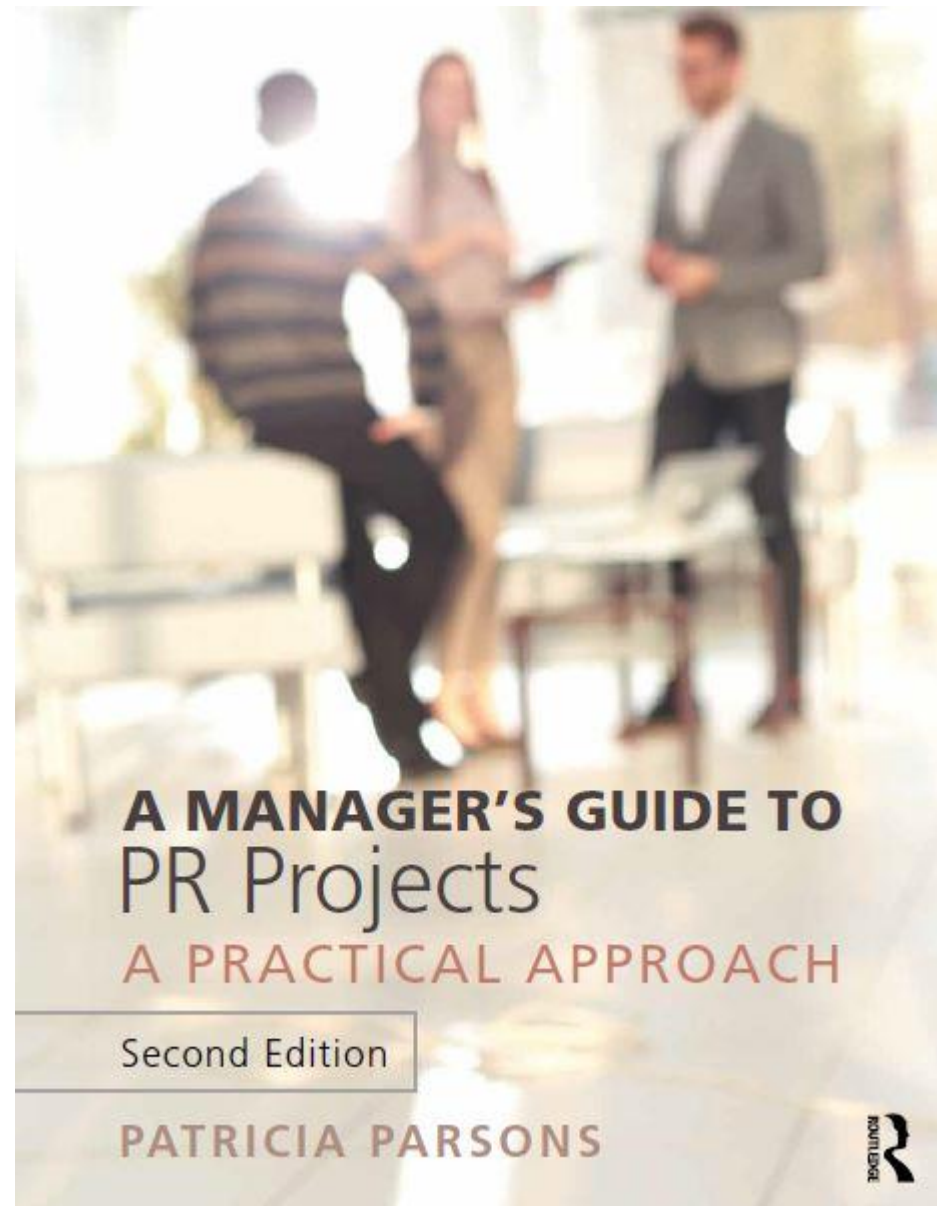


The following slide presentation is designed to accompany the workbook *“A Manager’s Guide to PR Projects: A Practical Approach”* 2nd edition

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PART 5

THE EVALUATION PHASE

WHAT THIS SECTION COVERS...

- Fundamental principles guiding PR evaluation
- Planning the evaluation: what we need to evaluate
- Approaches to evaluation: strategies and tactics



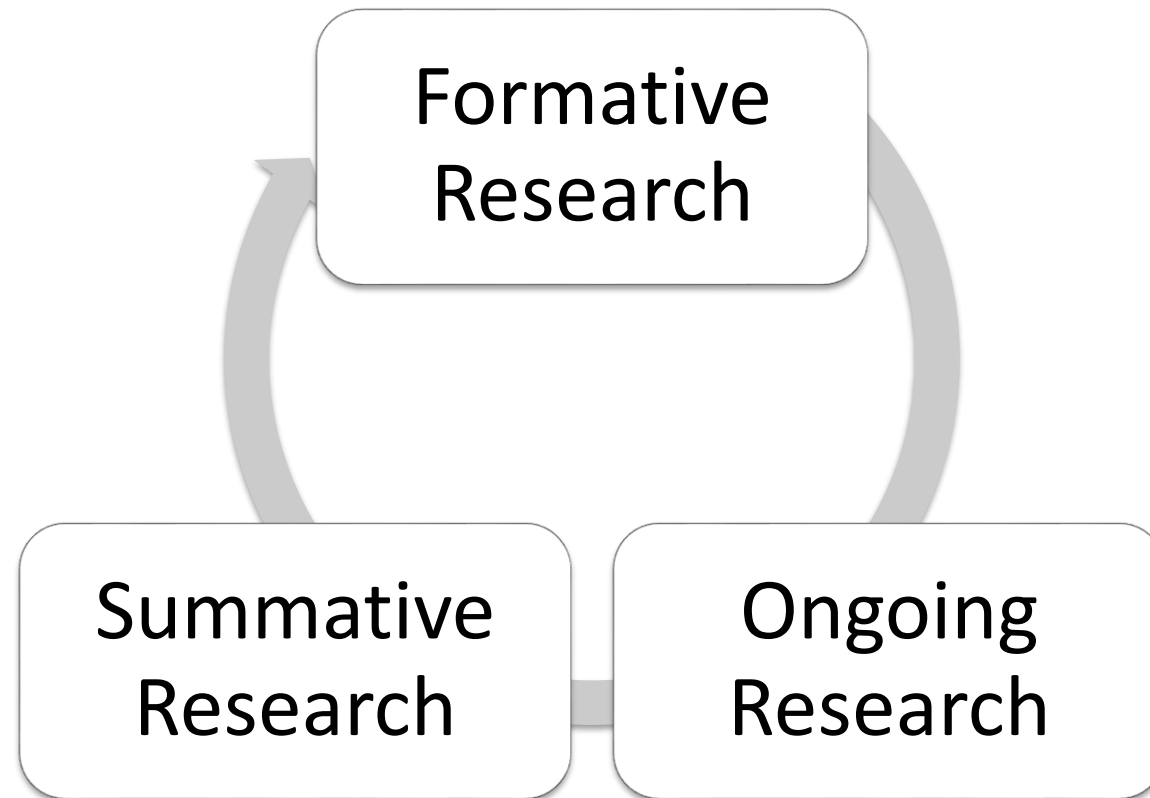
FUNDAMENTAL PRINCIPLES OF PR EVALUATION

WHAT AND WHEN

A WORKING DEFINITION OF “EVALUATION” FOR PR ACTIVITIES

EVALUATION is a measurement of an organization’s success in disseminating planned messages to its targeted publics to reach specific communication and relationship goals and objectives.

THE EVALUATION CYCLE



ARE “PERFORMANCE INDICATORS” THE SAME AS EVALUATION?

- A Performance Indicator is a “clear, unambiguous statement of desired or required results” and includes the delineation of the criteria set up to measure actual outcomes.
- An Evaluation Strategy must provide the methods by which the performance indicators will be measured.
- So, the answer is NO.

THE “BARCELONA PRINCIPLES”: GUIDANCE FOR PR

It's important to evaluate outcomes, outputs & organization impacts.

You should employ both quantitative & qualitative methods.

All strategies & tactics, including social media, need to be measured.

You should use only transparent, consistent and valid measurements.



PLANNING THE EVALUATION

IDENTIFYING WHAT NEEDS TO BE EVALUATED

WHAT WE EVALUATE

- Productivity
- Message Dissemination
- Message Accuracy
- Penetration
- Change in Knowledge Level
- Change in Attitude
- Change in Behaviour

EVALUATING RELATIONSHIPS

Control mutuality

Trust

Satisfaction

Commitment



APPROACHES TO EVALUATION

OVERALL STRATEGY & INDIVIDUAL TACTICS

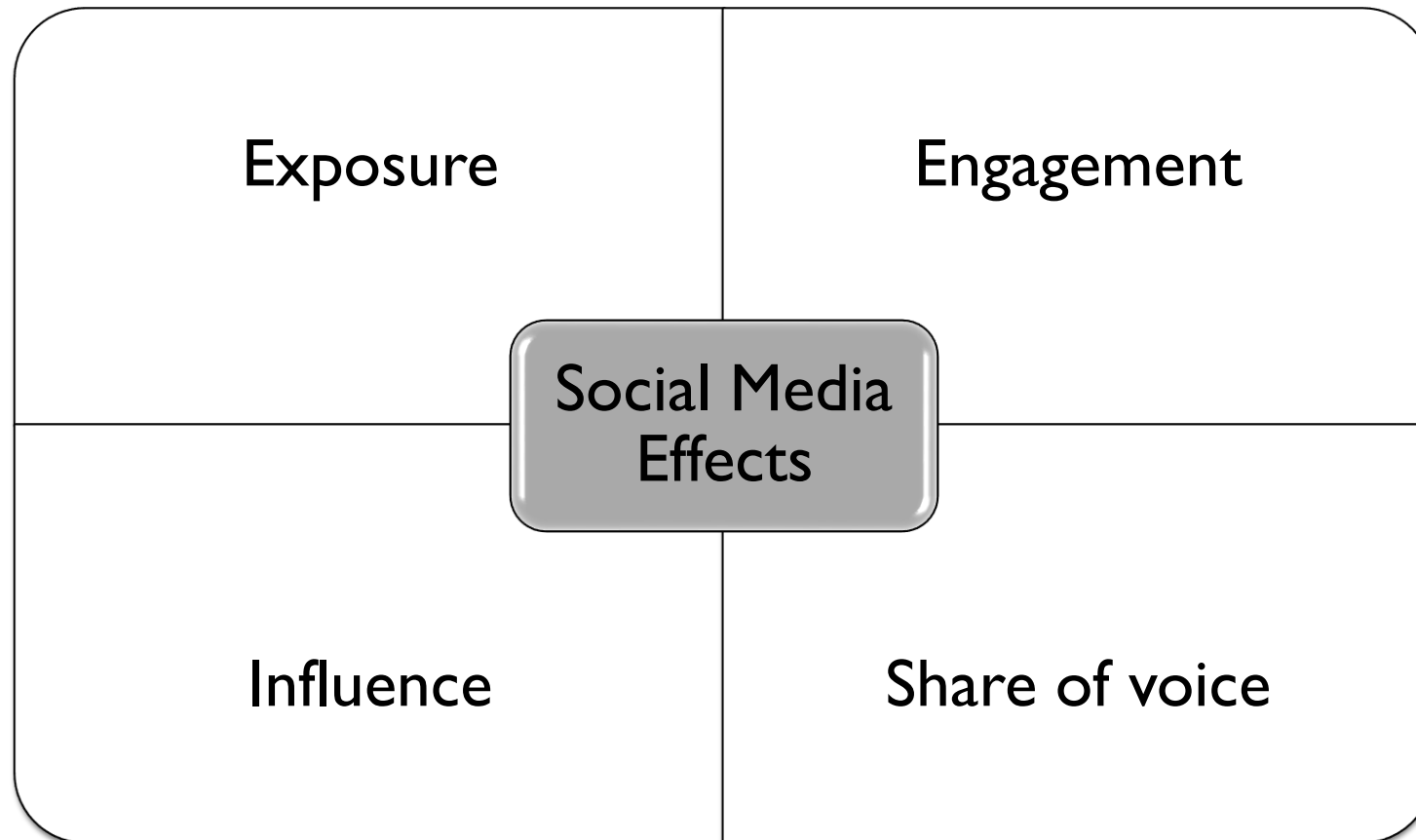
SAMPLE EVALUATION TACTICS

- Surveys
- Focus groups
- Media tracking
- Inquiry tracking
- Readability assessments
- Expert reviews
- Readership surveys
- Content analysis
- Audits

STRATEGIES & EVALUATION TACTICS

Strategy	Typical Evaluation Tactic
Public information campaign	Polls, pre-post-test
News conference	Media monitoring
Events / celebrations	Attendance, media monitoring, staff debriefing, participant rating
Spokespersons	Booking evaluation, opinion polls
Fundraising event	Donor tally, prospect list, pledges
Social responsibility efforts	Focus groups, opinion polls, opinion leader interviews
Lobbying	Media analysis, legislation monitoring
Meetings, conventions	Registration tally, participant feedback

MEASURING SOCIAL MEDIA OUTCOMES



THE “BENCHMARK”

...a standard against which
you may compare or
judge something...