

# Quantity or Quality



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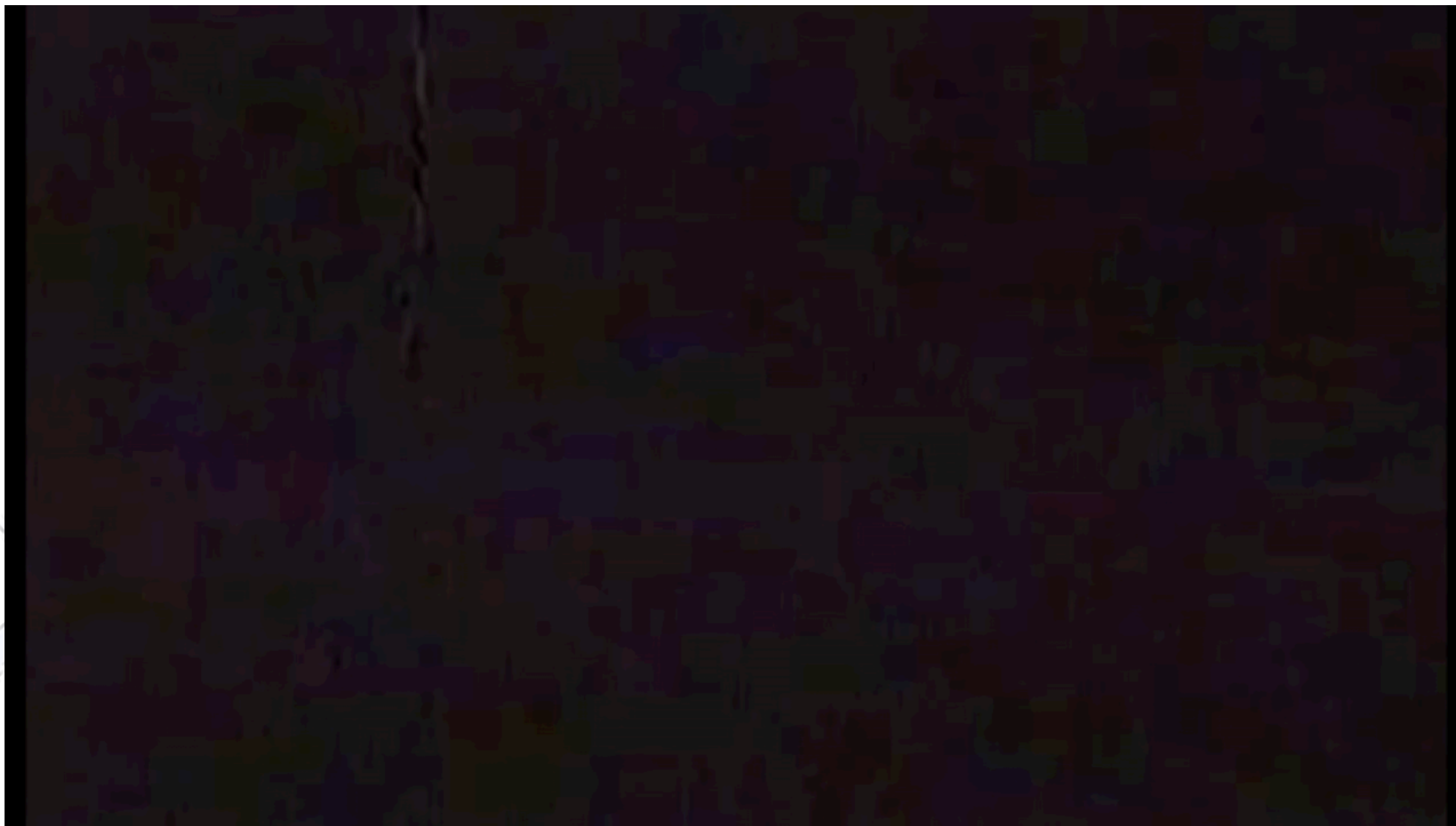
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# Quantity or Quality

**why?**



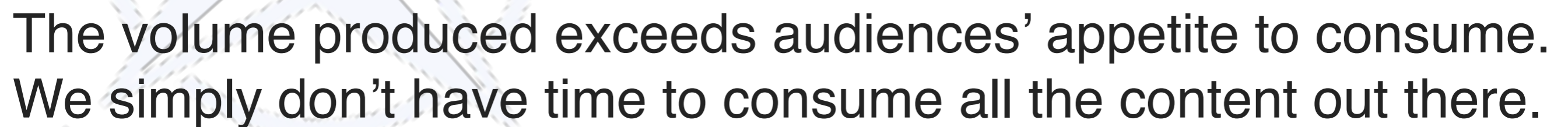
# Quantity or Quality



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It is critical to be 'out-in-front' managing your  
**message**  
**image**  
**perception**  
via these communication channels.

**If you don't ... someone will  
do it for you !**



# Quantity or Quality

## The Internet in Real-Time

How Quickly Data is Generated

60 seconds

<http://pennystocks.la/internet-in-real-time/>



By the way, in the 60 seconds you've been on this page, approximately 1354440 GB of data was transferred over the internet.

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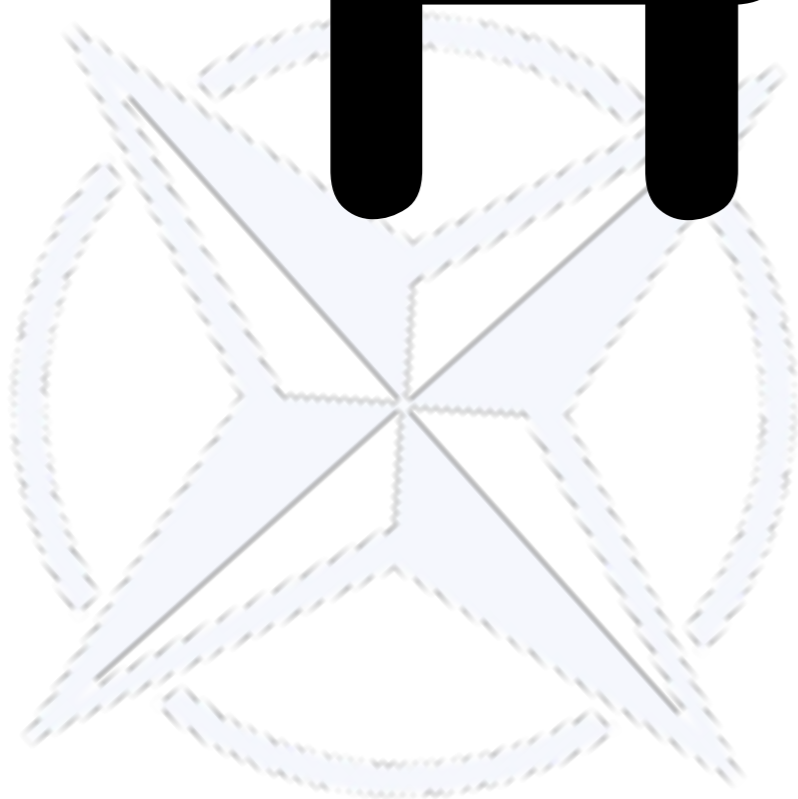
Stand out from the crowd.

- Relevant
- Trustworthy
- Valuable
- Interesting

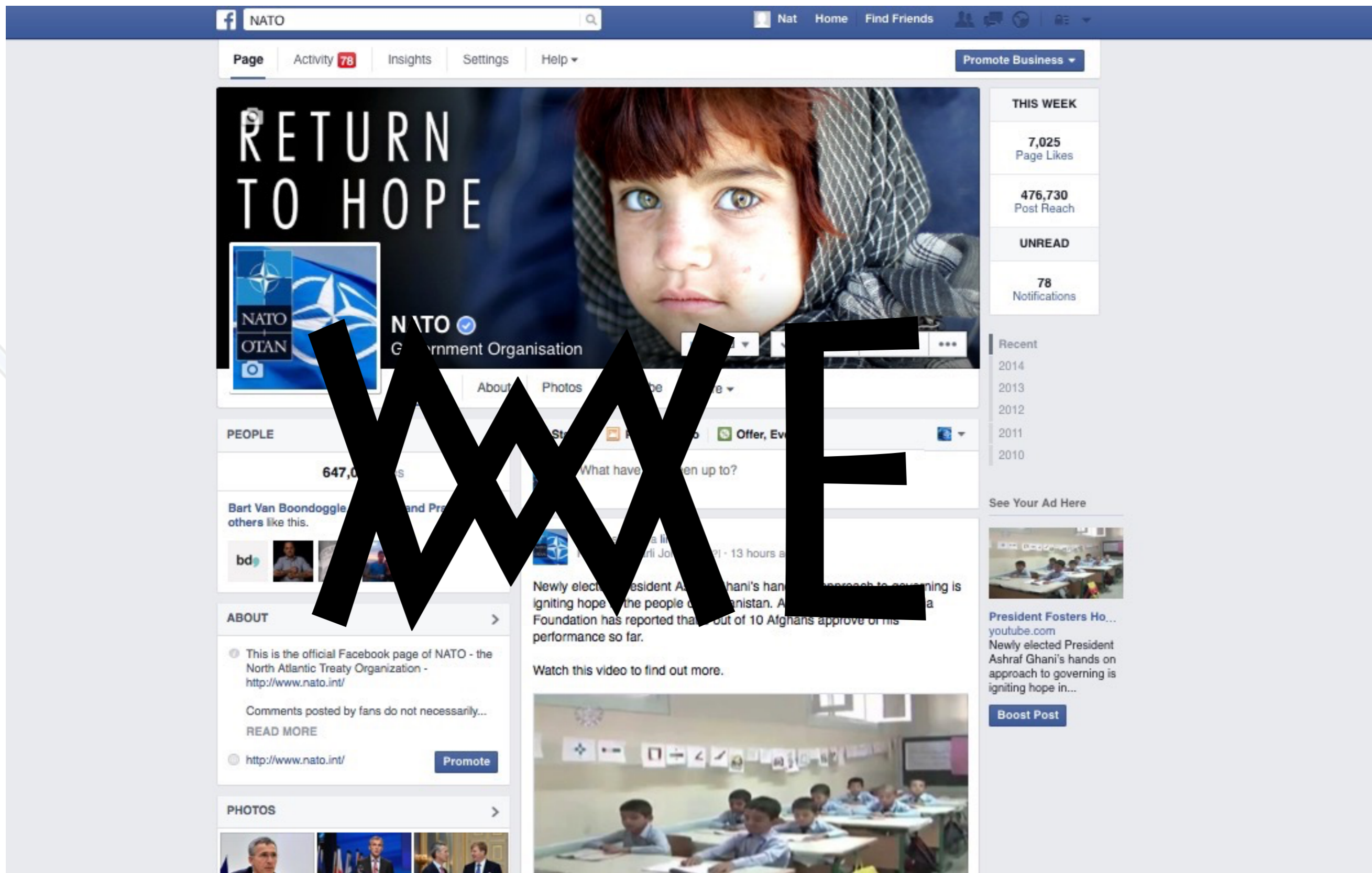
Don't let the competition scare you.

If there is no competition nobody is paying attention.

# How?



# Quantity or Quality



The image shows a screenshot of the NATO Facebook page. A large, black, stylized 'WTF' watermark is superimposed over the center of the page. The page header includes the NATO logo and the text 'NATO OTAN'. The main content area features a large image of a young child with the text 'RETURN TO HOPE' and the NATO logo. Below this, there is a section titled 'PEOPLE' with a list of names and a section titled 'ABOUT' with a description of the NATO Facebook page. The right sidebar shows statistics for the page, including '7,025 Page Likes', '476,730 Post Reach', 'UNREAD', and '78 Notifications'. There is also a section titled 'Recent' with a list of years from 2010 to 2014. At the bottom, there is a section titled 'PHOTOS' with a list of images. The overall layout is typical of a Facebook page from around 2014.

**RETURN TO HOPE**

**NATO** Government Organisation

**PEOPLE**

647,000 likes

Bart Van Boondoghe and others like this.

**ABOUT**

This is the official Facebook page of NATO - the North Atlantic Treaty Organization - <http://www.nato.int/>

Comments posted by fans do not necessarily...

<http://www.nato.int/>

**PHOTOS**

**THIS WEEK**

7,025 Page Likes

476,730 Post Reach

UNREAD

78 Notifications

**Recent**

2014

2013

2012

2011

2010

**See Your Ad Here**

**President Fosters Ho...**

[youtube.com](http://youtube.com)

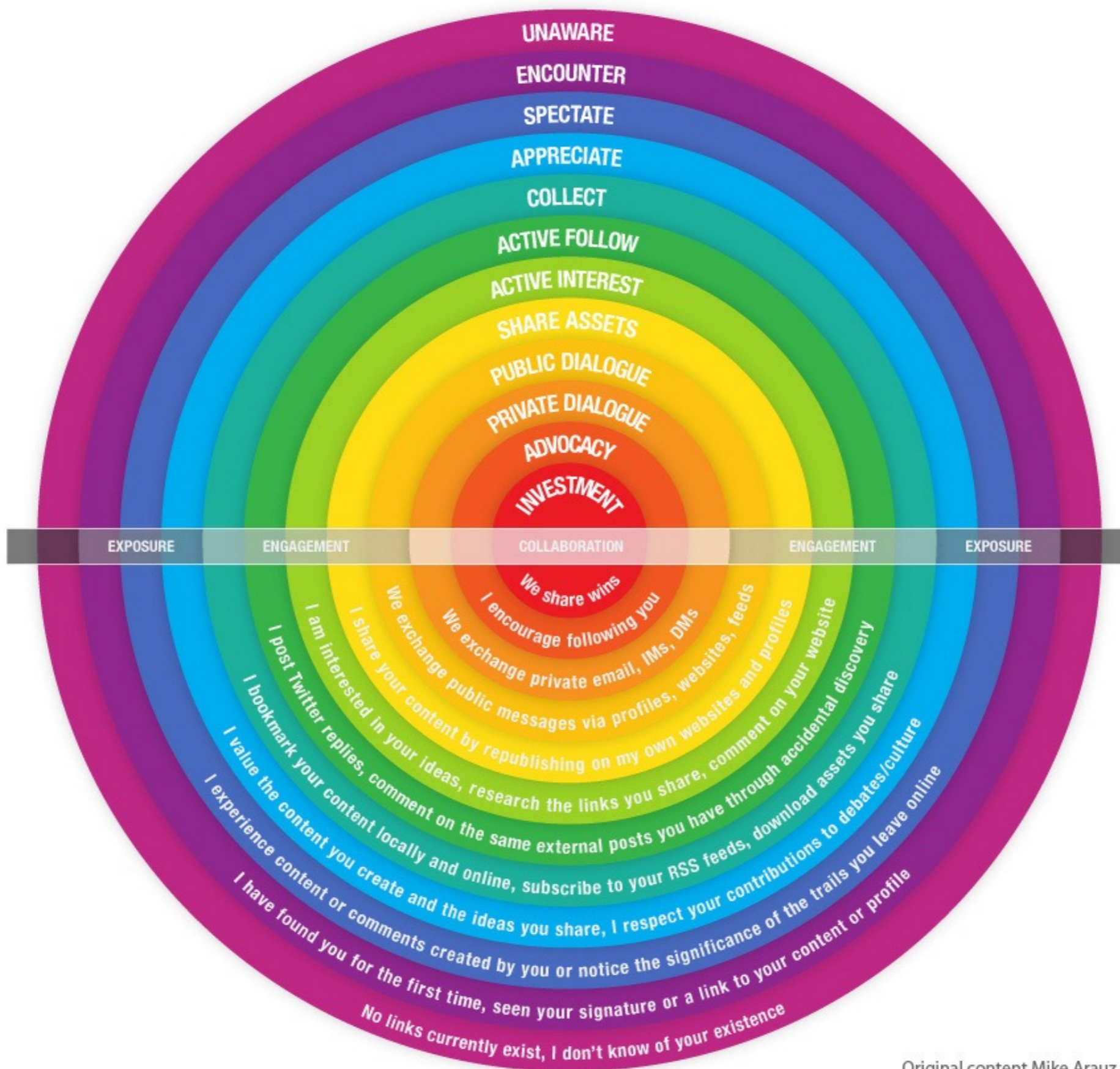
Newly elected President Ashraf Ghani's hands on approach to governing is igniting hope in...

**Boost Post**

Newly elected President Ashraf Ghani's hands on approach to governing is igniting hope in...

Watch this video to find out more.

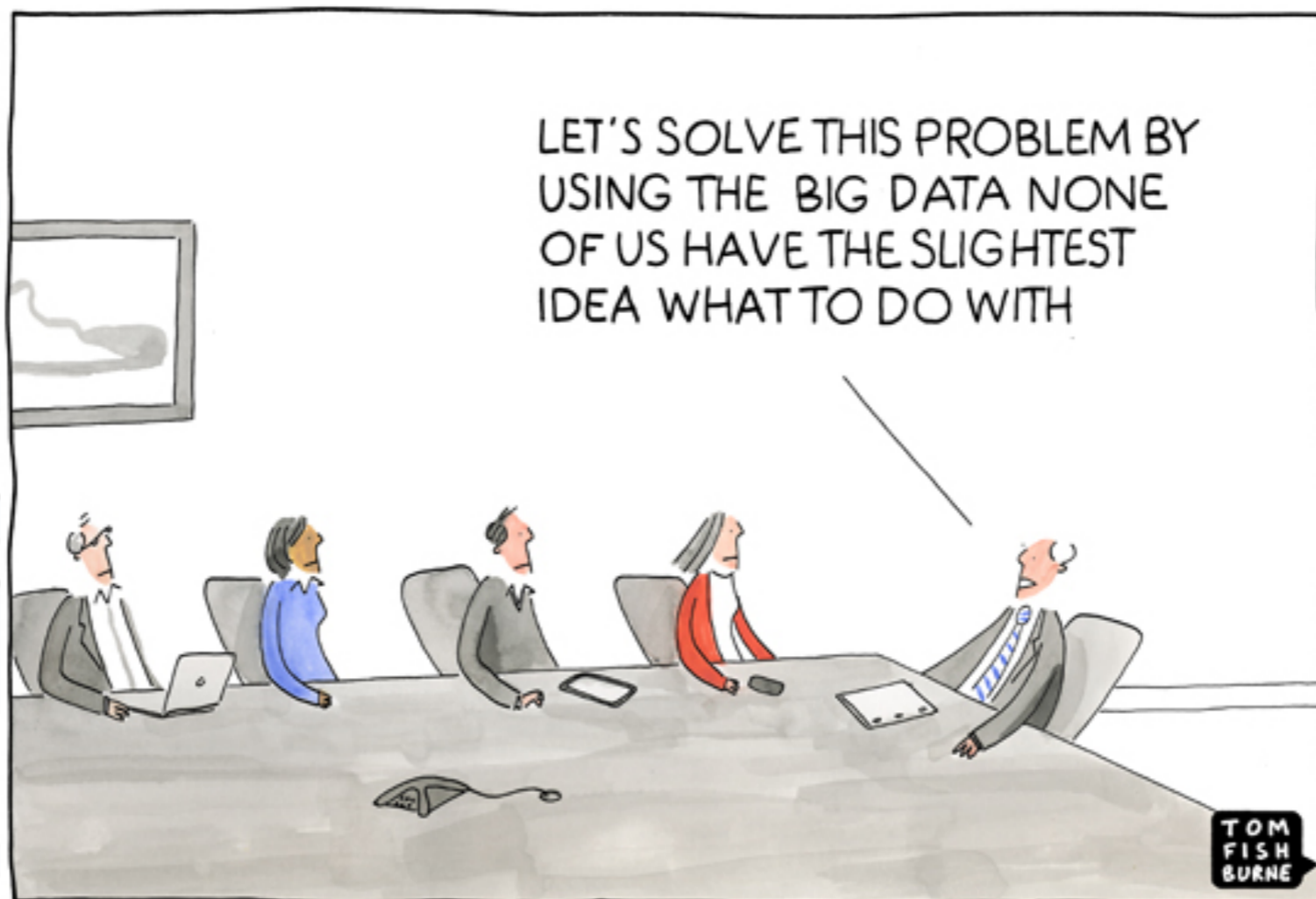
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## The importance of data analysis

- PR measurement for some is simply an exercise in self-justification. In other words, a bunch of numbers that make us look good.
- Collecting data on fancy monitors is nothing if companies don't have processes in place that lead them to take actions based on those insights



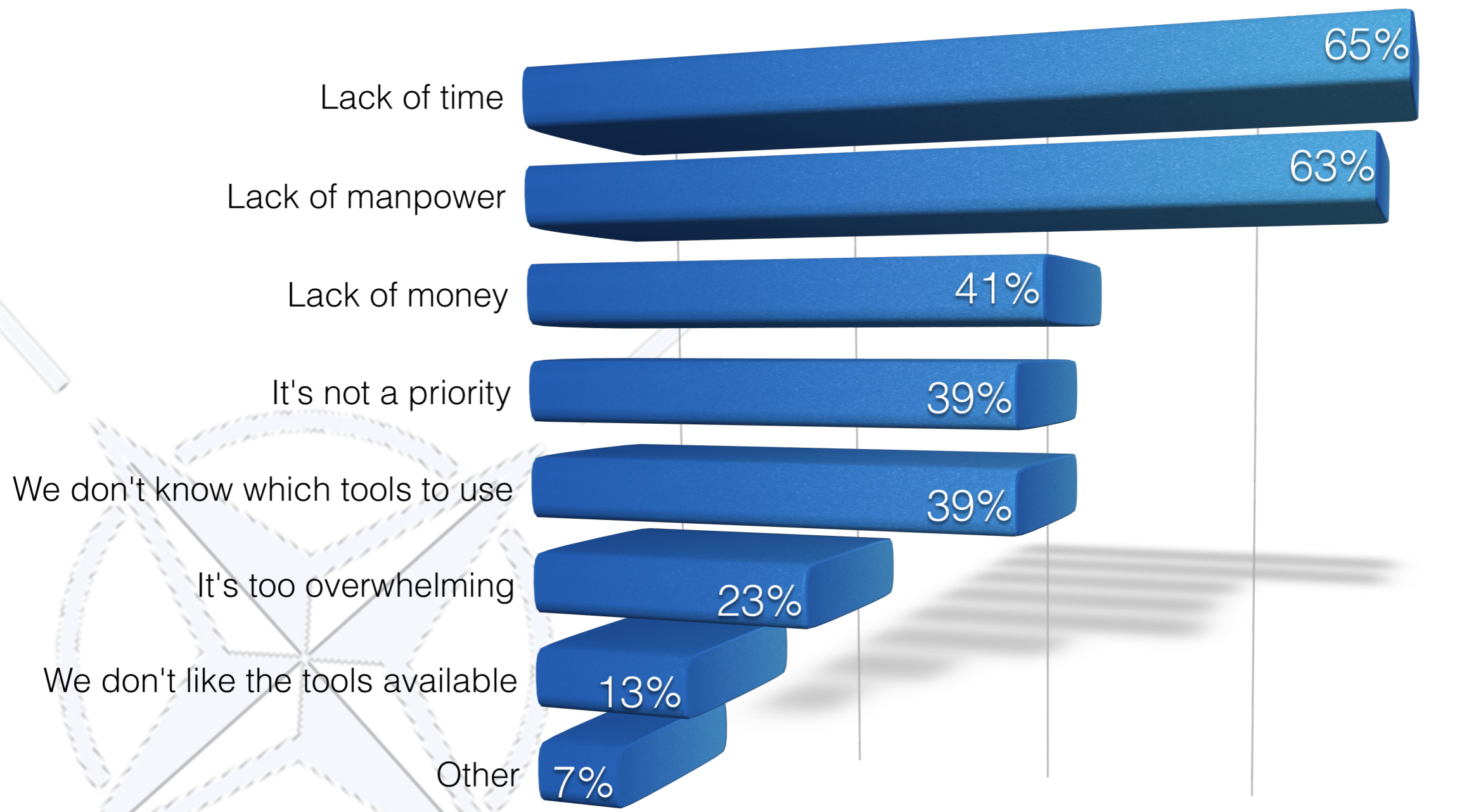
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## The importance of data analysis

- Measure whether your efforts are resulting in your desired **outcomes**.
- Measure **visit duration** not number of visits.
- Measure **engagement** not presence.
- Don't be afraid to **fail**.
- Be aware of **dark social**.

# Quantity or Quality

What are the roadblocks to measuring social media?



# Quantity or Quality



# 1,000,000

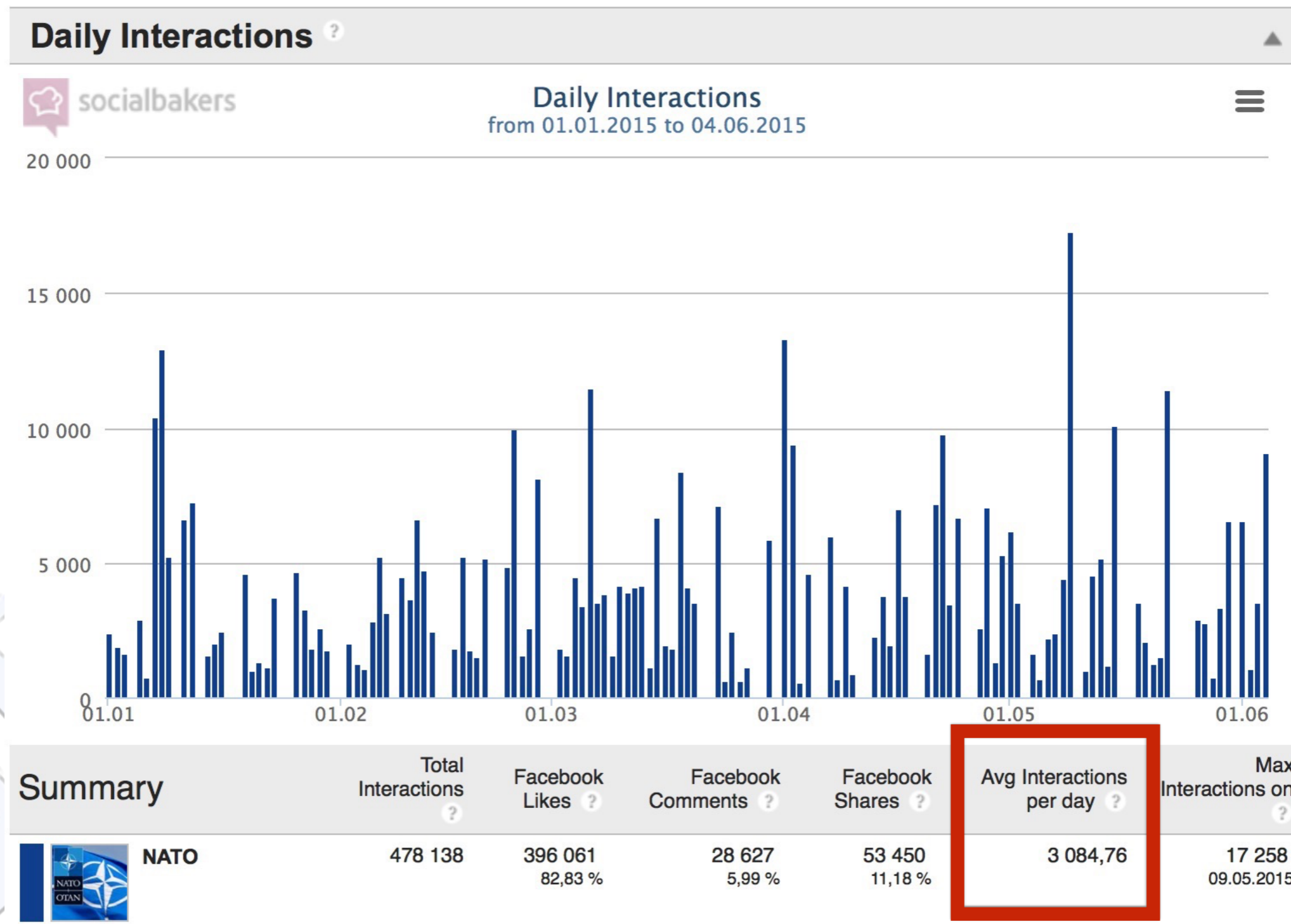
1 100 000



U

Jan 2012 Jul 2012 Jan 2013 Jul 2013 Jan 2014 Jul 2014 Jan 2015 Jul 2015

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In 2014 we registered on average **1800** interactions per day.  
In 2015 we registered on average **3000** interactions per day.

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NATO

Nov 10, 2015 – Feb 07, 2016 ▾

Export

Compare

Engaged By Country ? REAL-TIME

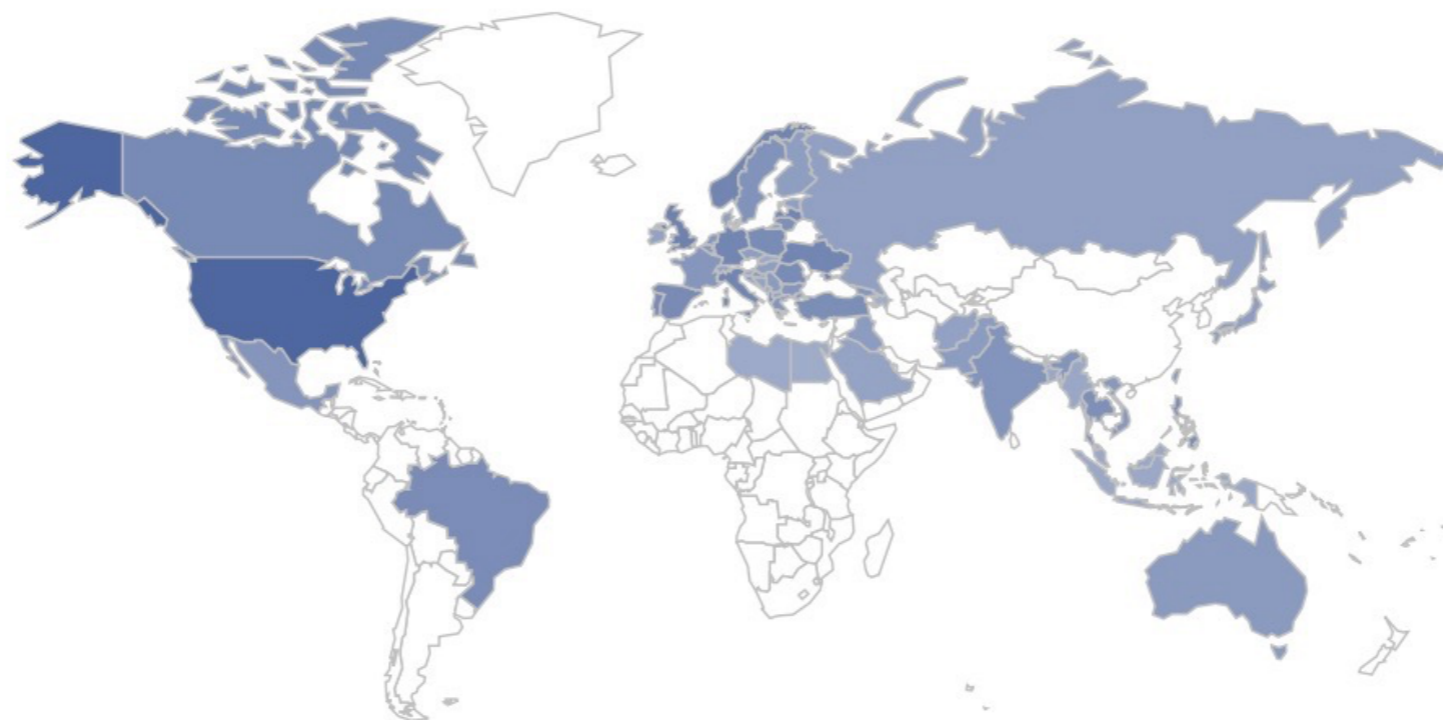


Fans By Country | Reached By Country | Engaged By Country

Day

7-Day

28-Day



# Quantity or Quality



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Video Views ? REAL-TIME

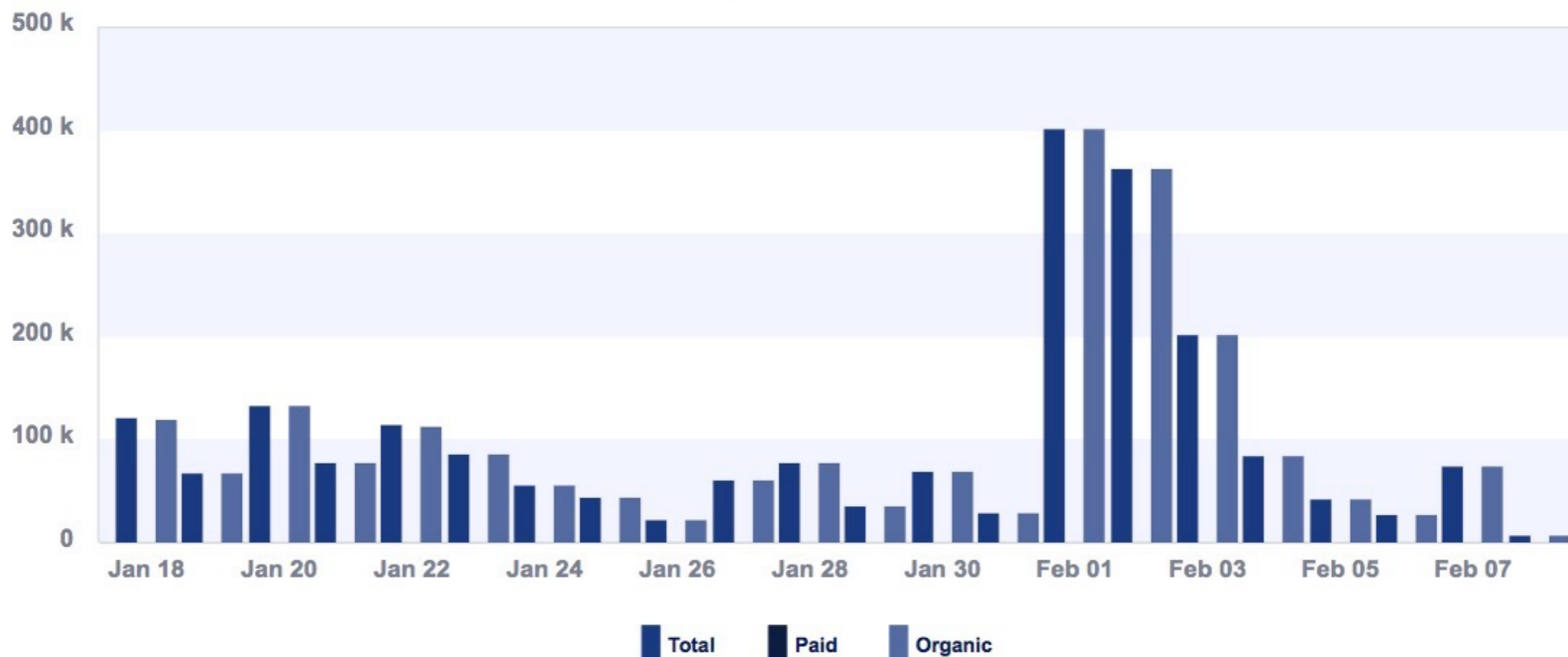


Evolution ☒ Distribution

Day

7-Day

28-Day



## Summary of Video Views



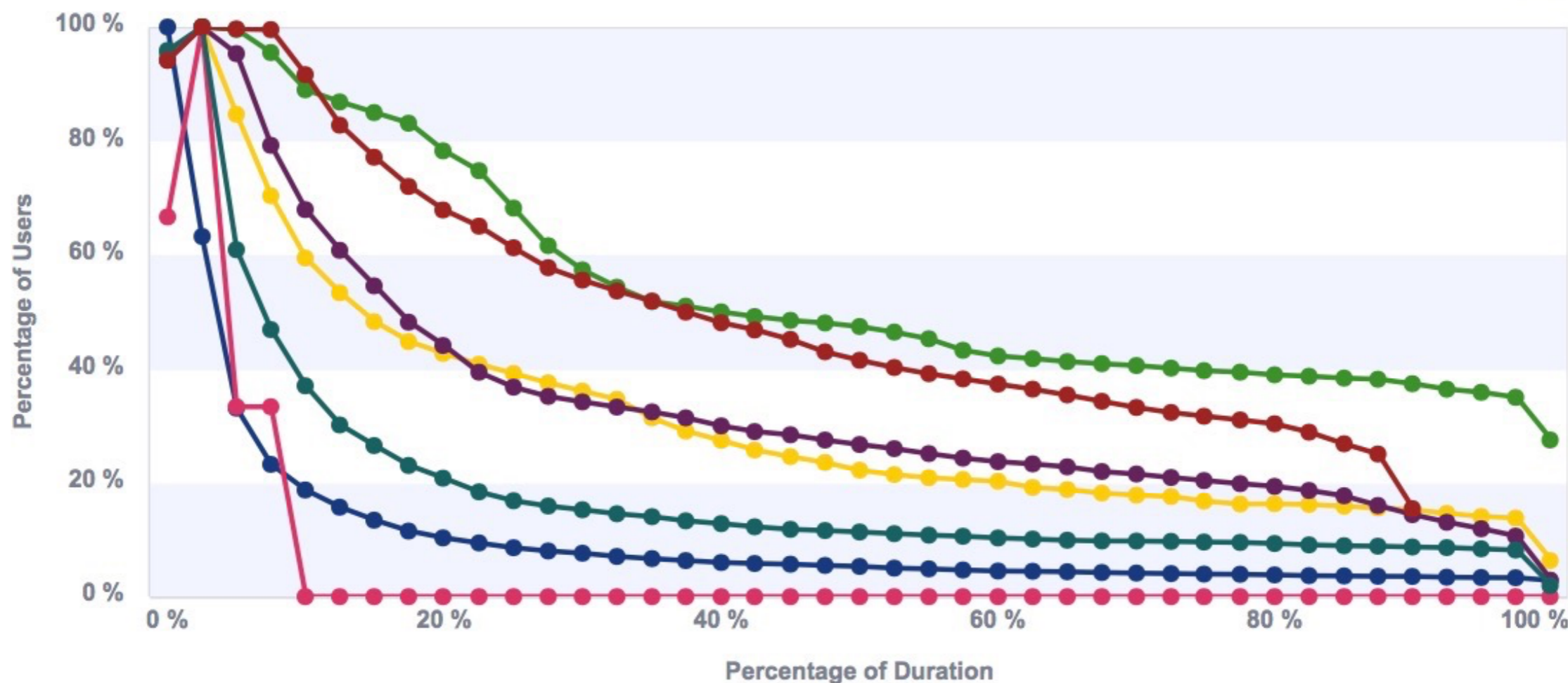
NATO

Max	Min	Avg per Period	Sum per Period
400 735 Feb 01, 2016	6 787 Feb 08, 2016	99 404,82	2 186 906

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## Video Audience Retention



Select All

Search...

☒ NATO shared The German Marshall Fund of the United States's video.  
Feb 03, 2016 18:15 UTC +01:00

☒ As temperatures plunge below 30 degrees celsius, men and women from 11 different nations converge in Norway to learn how to fight in freezing cond...  
Feb 01, 2016 15:04 UTC +01:00






☒ NATO Secretary General Jens Stoltenberg just released his Annual Report 2015. The report provides an overview of how NATO promoted and supporte...  
Jan 28, 2016 10:13 UTC +01:00

☒ The Estonian infantry successfully tested their newly acquired tank busting Javelin missile system at a military firing range. The US built system works...  
Jan 27, 2016 15:51 UTC +01:00

☒ Ever wondered what "Smart Energy" is? Ambassador Sorin Ducaru, NATO Assistant Secretary General for the Emerging Security Challenges Division, ...  
Jan 26, 2016 16:40 UTC +01:00

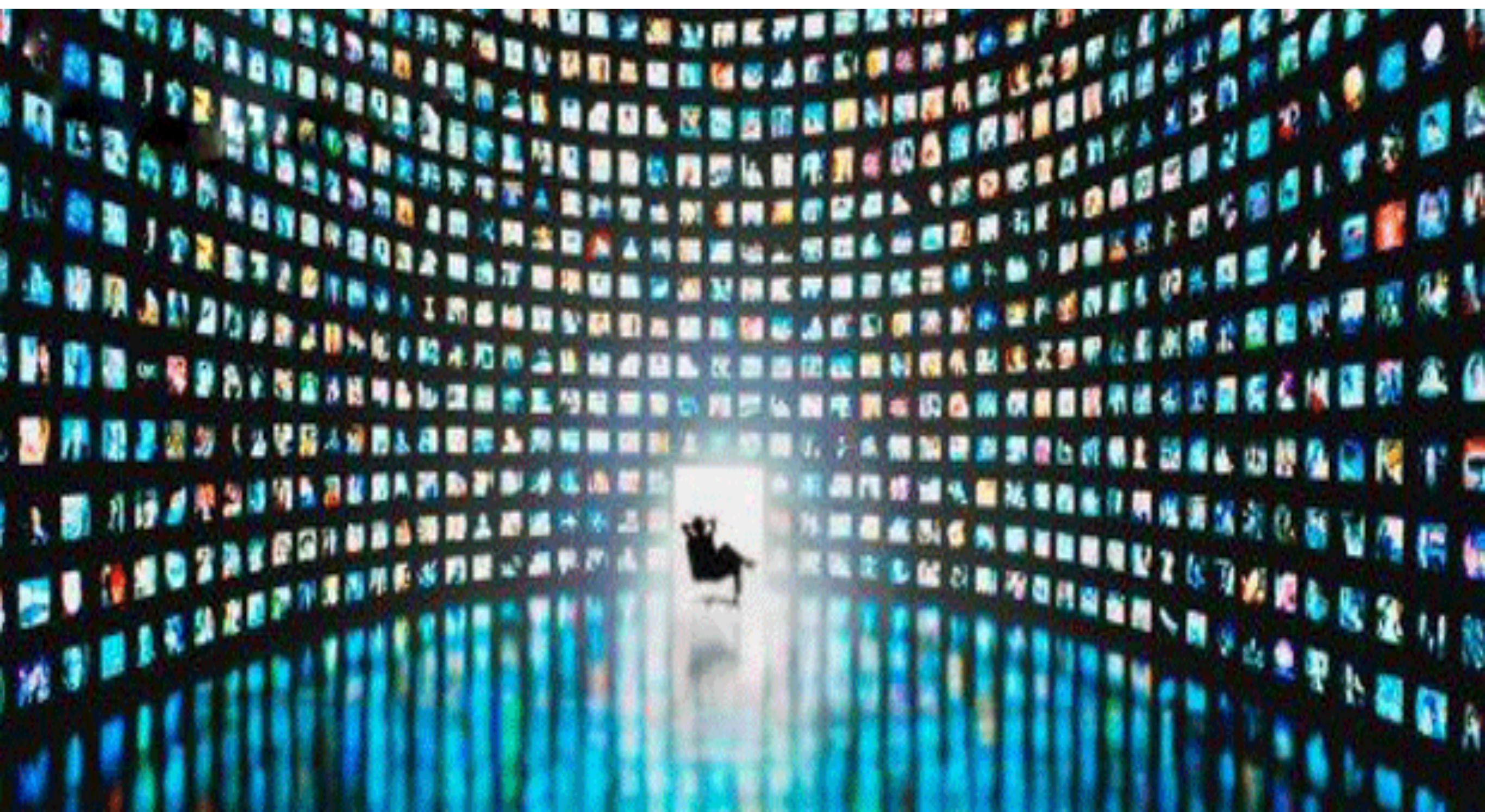
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## Measuring Social Media Success @NATO

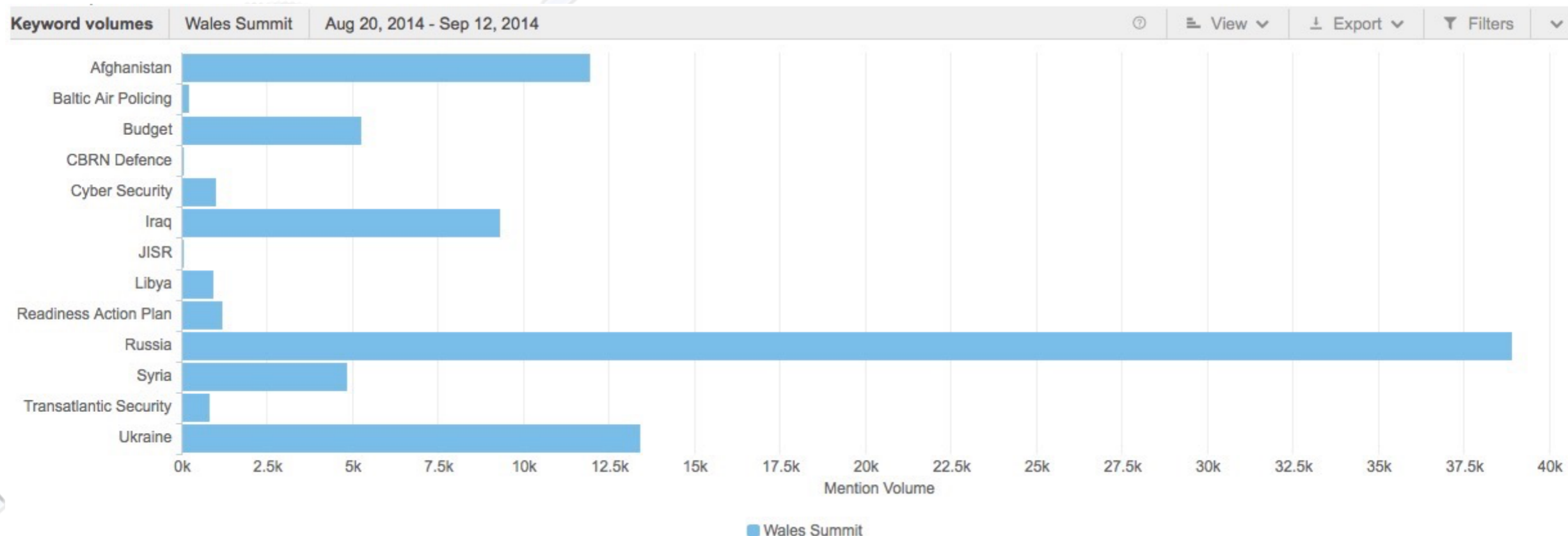
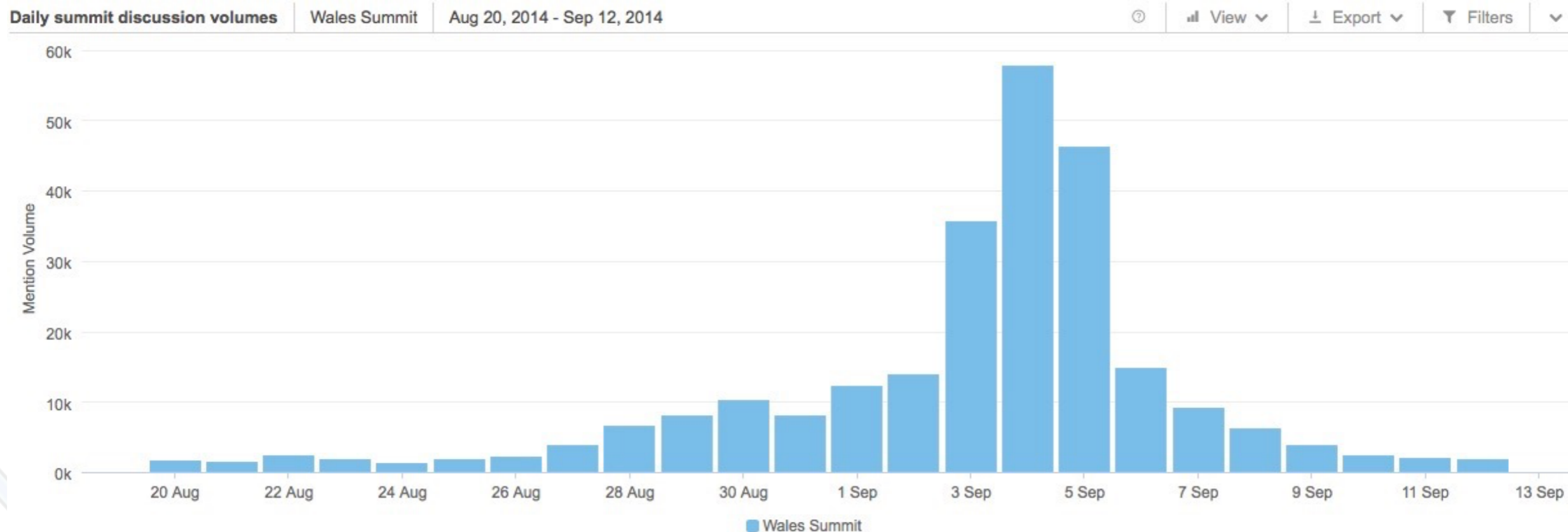
	AWARENESS	APPRECIATION	ACTION	ADVOCACY
	page view post view	like comment	link click fill form enter competition comment	share mention
	view reach	favorite	link click reply	mention retweet
	video view	like dislike	click comment	share embed
	view reach	like	link click comment	share mention

# Quantity or Quality

What are others saying about you?



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# Quantity or Quality

A large, faded, light blue version of the NATO logo is positioned on the left side of the slide, behind the text. It features the same compass rose and "NATO OTAN" text as the header logo, but is much larger and less distinct.

Let the data guide you ...

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