

# Metrics Picklist Addendum

Additional curated metrics for communications executives and managers to measure and report performance.

**NationalJournal** LEADERSHIP COUNCIL

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# Communications **Metric Pick-List**

Additional curated metrics for communications executives and managers to measure and report performance.

## Digital\*

Metric	Unit
Article/Content Views	Number of unique visitors for each article/piece of content produced
Average Social Media Response Time	Average response time to negative stories/tweets
Churn Rate	% of email/newsletter subscribers/social media followers who left during measurement period

## Media/Press

Metric	Unit
Washington Media Mentions	Rate of Washington media mentions of organization
Media Mention Tone	% of media mentions in last month with positive, negative or neutral sentiment towards organization
Media Share	% of media coverage of key issues driven by the organization
Issue Prominence	% of citations with preferred placement in the medium (front page, first page of a section, etc.)
Issue Framing	#of media mentions reflecting the organization's preferred issue framing
Platform Coverage	# of media platforms (cable channels, social media sites, websites) mentioning organization/ organization's work in the last quarter
Spokesperson Coverage	# of trained spokesperson citations in the media

*\*Please refer to the original Metric Picklist for additional "Digital" metrics and other metrics around Grassroots, Lobbying, Internal Relationships, External Partnerships, PAC, and Public Influence.*

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## **Stakeholder Awareness/Perceptions**

<b>Metric</b>	<b>Unit</b>
Brand Awareness	% of public who are aware of the organization
Third-Party Rankings	Quantity and quality of appearances on annual ranking lists (reputation, citizenship, awards)
Audience Favorability	% of audience who feel positively about organization
Audience Knowledge	% of audience familiar with organization's issue(s)
Issue Salience	% of audience stating that the organization's issues are important to them
Employee Understanding	% of employees who understand organization's priorities and message(s)
Employee Satisfaction	% of employees satisfied with the organization's communications

## **Audience Engagement**

<b>Metric</b>	<b>Unit</b>
Event Repeat Attendees	% of attendees of last few events that attended most recent event
Event Attendee Quality	% of target influencers invited who were in attendance at event
Newsletter Call to Action Success Rate	% of newsletter recipients performing a requested action in newsletter
Newsletter List Growth	% increase in new subscribers since last month/quarter
Newsletter Repeat Engagement	% of subscribers who opened the first newsletter since last recording period who opened a second

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## **Value/Effectiveness**

Metric	Unit
Revenue Generated	Revenue generated by the communications team (e.g., via email campaigns)
Ad Value	Advertising exposure vs advertising dollars spent