


Figure 4



MEASUREMENT

Measurement and evaluation are part of all Air Force communication campaigns. Counting is easy, yet measuring the success of communication efforts is not. Effective measurement drives evaluation and resources; potential steps to measuring campaigns are to:


- Perform a communication audit across all products to understand the perception of the information consumer and identify inconsistencies;
- Define measurement benchmarks through detailed and achievable qualitative and quantitative metrics;
- Communicate the economic impact to leadership; and
- Study the success of past measurement programs.

Any and all communication programs can and should be measured or evaluated: new media is no different. The impact of target markets, advocacy movements and stakeholder engagement should be tracked and followed up on to ensure adequate resources are being allocated per project. Determining the effect/effects to be achieved and how to measure the success of achieving those effects should be planned well before execution; thus, the success of the plan and measurement will shape future engagements, planning and budgeting. There is no one-size-fits-all approach to measuring

effectiveness of a communication program. Simple analytics like counting hits, viewers and positive and negative comments are easy ways to show how new media can help define your story and will help your leadership see the value of what, and how, you're communicating.

Resources on measurement include Icerocket, Technorati, Google analytics, Blogpulse, and CustomScoop.

Ask: How much coverage was generated and how much of that was in non-traditional formats? Did the right target markets get the message? Were command messages in the product? Did third-party spokespeople carry those messages to other venues? How many bloggers quoted your article? Were they considered useful? How many visitors read your blog? Learn more about measurement at: <http://www.thenewpr.com/wiki/pmwiki.php/Main/HomePage?pagename=PRMeasurement.HomePage>.



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Source: U.S. Department of Defense (2009)