

STEERING PERFORMANCE ENTREPRISES ET MÉDIAS

36 key indicators for steering communication



ENGAGEMENT

Participation rate
internal participation,
number of journalists
present / number
of journalists invited

@ Indicators of actual intranet usage
intranet penetration
+ depth of visits



Number of active communities on the company's social media networks

Quantification and qualification of visitors at events / trade shows

SOCIAL MEDIA ENGAGEMENT SCORE
WITH FOCUS ON INFLUENCERS

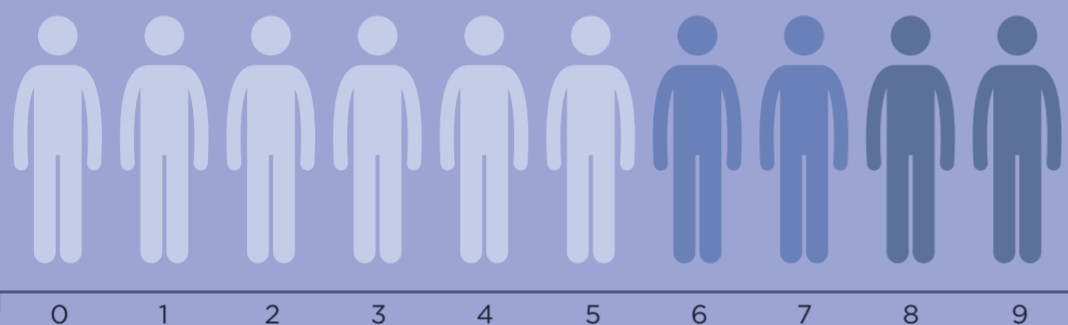
Audience origin
digital owner



INTERNAL NPS

DETRACTORS

PASSIVES PROMOTERS



BUSINESS

Reference indicators
site ranking on search engines

Quantification and qualification of visitors at events / trade shows

Number of business-related media operations

COST TO CONTACT

NPS CLIENTS



Share of media voice on business subjects

GRP



Number of purchases / subscriptions

COVERAGE OF MESSAGES INVOLVING BUSINESS

TRANSFORMATION RATE INCLUDING LEADS GENERATED

Advertising equivalent



REPUTATION

Ranking / awards



COVERAGE OF MESSAGES INVOLVING

FREQUENCY OF KEY MESSAGES APPEARING IN THE MEDIA AND SOCIAL MEDIA

Trust index



Share of media and social media voice

STONE OF ARTICLES AND AUDIENCES



IMAGE ATTRIBUTES

Number of media operations



AWARENESS LEVEL

RISK MANAGEMENT

Number of negative messages and impact



CRS indicators

Claims volume

Frequency of anti-messages in the media and social media

PROACTIVE VS. REACTIVE PRESS STORIES



HR indicators of QVT and RPS
i.e. absentee rate or accidents



STONE OF ARTICLES AND AUDIENCE



Weight of negative content conveyed by influencers / influencers map

Trust index with external stakeholders
(shareholders, partners, customers) **and employees**