

4<sup>th</sup>

amec

EUROPEAN SUMMIT  
ON MEASUREMENT

13-15 June 2012, **Dublin**



# Melanie Brooks

Media and Communications Coordinator,  
CARE International



4<sup>th</sup>

EUROPEAN SUMMIT  
ON MEASUREMENT

13-15 June 2012, **Dublin**

**amec**

# Evaluating media impact on a shoestring: a global charity's challenge



4<sup>th</sup>

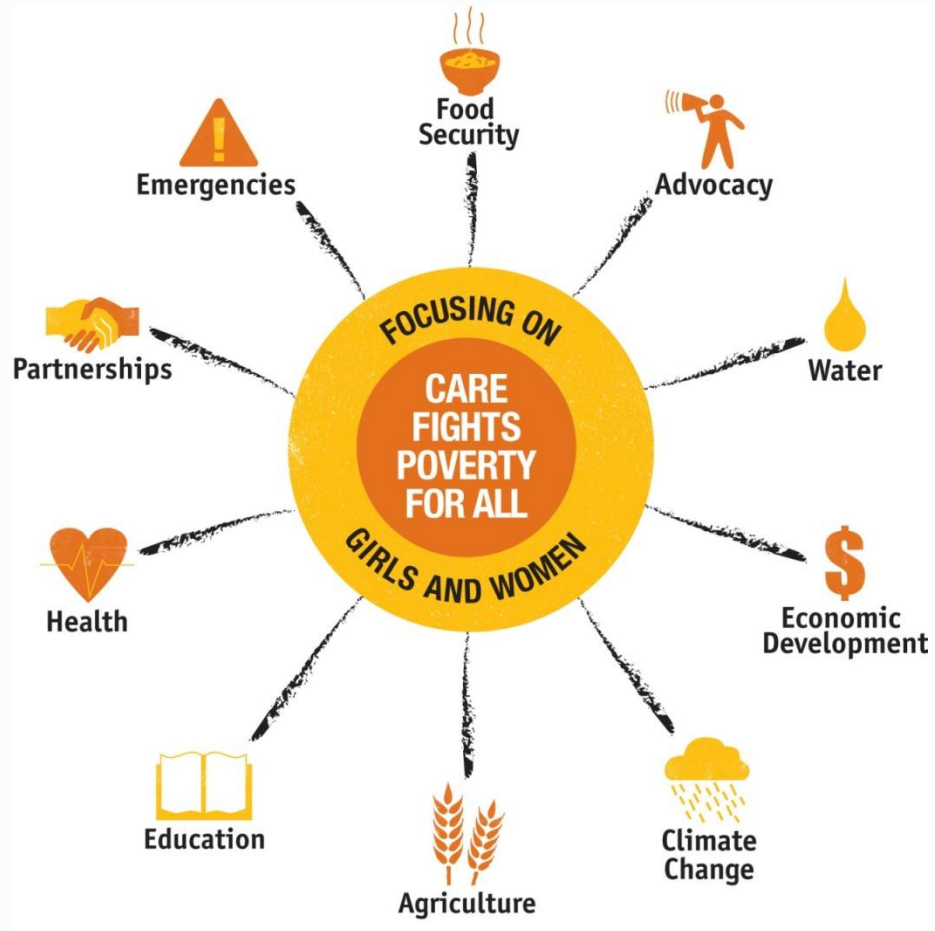
EUROPEAN SUMMIT  
ON MEASUREMENT

13-15 June 2012, **Dublin**

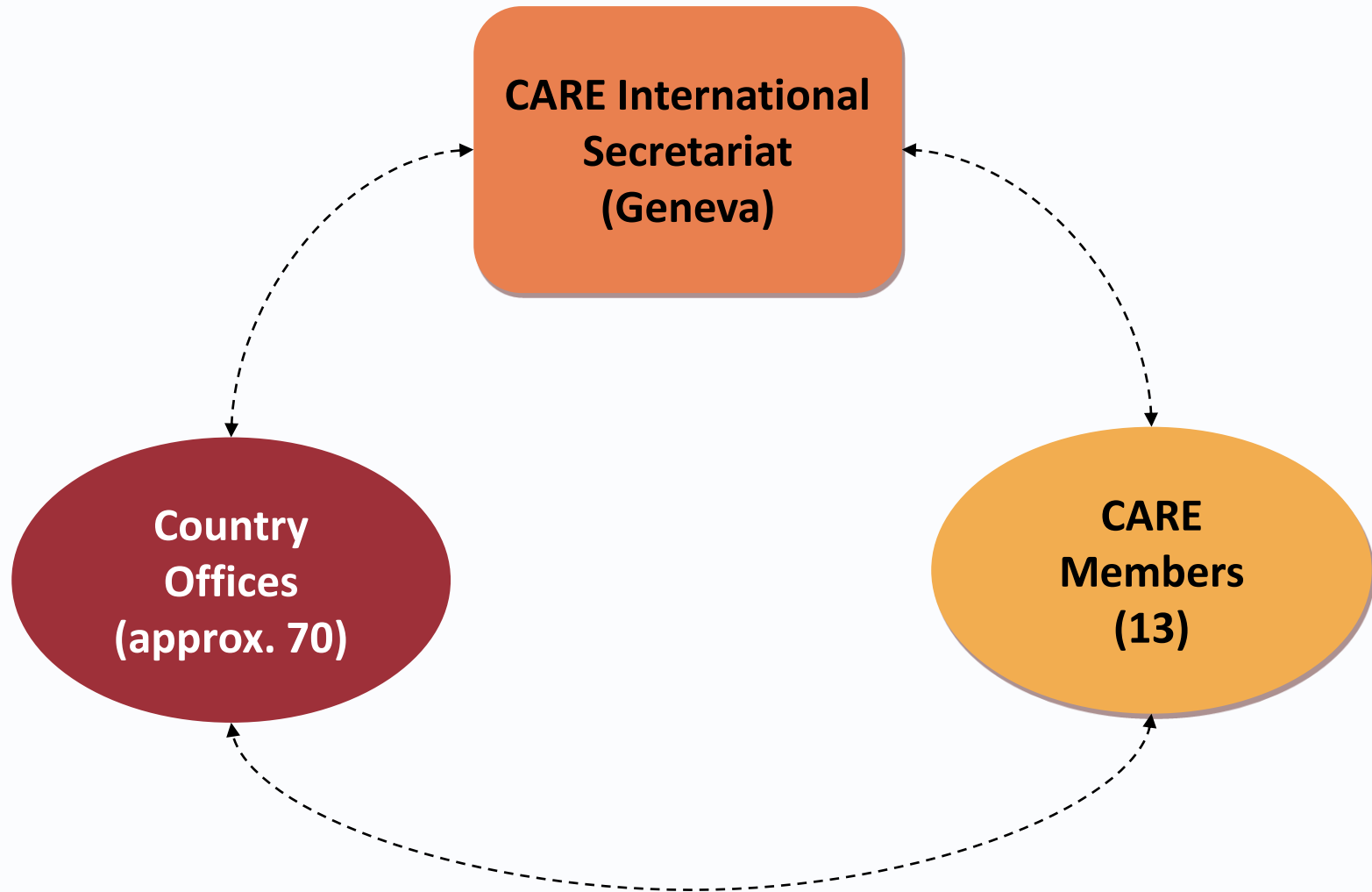
**amec**

# About CARE International

- Founded in 1945 with the CARE Package helping survivors of WWII
- Today, a global confederation of 13 member offices
- Worked in 84 countries and reached 122 million people last year
- 11,300 staff worldwide



# Communications in CARE





# CARE's public engagement

**INTERNATIONAL  
WOMEN'S DAY**



© 2011 CARE/Metanie Brooks

## **NIGER FOOD CRISIS**

A catastrophic combination of a failed harvest, regional instability and soaring food prices has left nearly 18 million people at risk of hunger in the Sahel region of West Africa.



**WALK  
IN HER  
SHOES**

Walk in the shoes of women and girls living in poor communities and help them lift themselves out of poverty.

Sign up today!  
[www.walkinher shoes.org.au](http://www.walkinher shoes.org.au)



# Measuring media impact: a global challenge

***“It would be very useful to measure impact of media coverage, but I believe that is difficult and expensive. For now we rely on assumptions of effectiveness for profile and messages.”***

***-CARE Media Manager***

# Media monitoring in the CARE world

meltwater  
news



INFOMEDIA



Google



l'Argus  
de la  
presse

La communication nous réunit

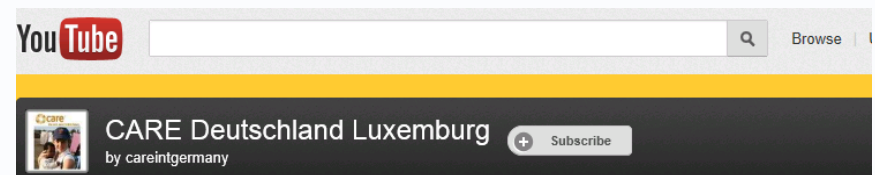
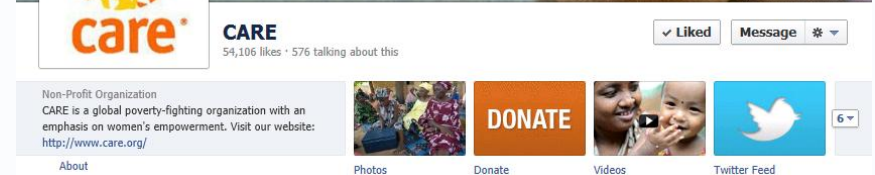


# What are our measurements?

- Different offices and departments have different interpretations of 'success':
  - Dollar value for media hits: 'advertising space'
  - Return on Investment (ROI)
  - Anecdotal evidence: media coverage increases fundraising; public advocacy influences policy makers
  - 'Tier one' vs. 'tier two' media
  - Primary or secondary reference
  - Prominence of media hit
  - Market share compared to our peers

# Tracking social media: a brave new world

- Many different approaches
- Different capacity to engage
- What to track? And *who*?
- Monitoring and evaluating mainly using free tools
- **With limited resources, we need to know where to focus our efforts**



# Key challenges

1. Cost
2. Time
3. Our name!

A word cloud centered around the word 'care' in large, bold, yellow letters. Other words in various colors and sizes are scattered around it, including 'the', 'international', 'for', 'day', 'take', 'child', 'careless', 'foster', 'elderly', 'careful', 'of', 'car', 'home', and 'aged'.

care

the day take child international for careless foster elderly careful of car home aged

# Next steps: a global solution?

- Global review of CARE's media monitoring & evaluation
- Plan to develop a global social media strategy and guidelines
- Some interest in pooling resources for economies of scale
- Early research:
  - Media Relations Rating Points (Canadian Public Relations Society)
  - Evaluating the financial impact of public sector marketing communication: An introduction to Payback, Return on Marketing Investment (ROMI) and Cost per Result (UK Government Central Office of Information; UK Government Communication Network)
  - The Klout Score



# Our questions...

- How can we improve our media impact evaluation?
- Can we do this globally? Or is it country-by-country?
- Is standardization of media analysis indicators possible across a confederation like CARE?
- Which indicators do we use? Where to focus?
- Can we do this successfully on a charity's budget?



# Your questions?