## **The Valid Public Relations Metrics Framework**

These guidelines are intended to help PR practitioners identify a palette of Valid Metrics that will deliver meaningful measurement to reflect the full contribution of Public Relations.

## **COMMUNICATIONS/MARKETING STAGES**

Key Area of Communication (Brand/Product Marketing, Reputation Building, Issues Advocacy/Support, Employee Engagement, Investor Relations, Crisis/Issues Management, Not- for-Profit, Social/Community Engagement)	Awareness	Knowledge/ Understanding	Interest/ Consideration	Support/ Preference	Action
Public Relations Activity					
Intermediary Effect					
Target Audience Effect					DRGANIZATION BUSINESS RESULTS

