Earned Media Value Index for Social Media – FY18

TxDOT Traffic Safety
October 27, 2017

<u>OVERVIEW:</u>

TxDOT's Traffic Safety group is happy to announce that social media may now be used to garner earned media value, and has been cleared to qualify as match on our NHTSA grants.

All sub-grantees are eligible to participate in the program. Social media has evolved quickly into a necessary part of our safety campaigns and programs, but industry-wide standards for measuring the value of social media have been slow to evolve. Therefore, the only social media values that will be accepted for match are the values outlined in this document. This index has received clearance to be used for match on NHTSA grants in our State. The program will be updated on an annual basis as the social media industry grows and changes.

In order to participate, you must:

1) Read this document, and if you have any questions, ask your TxDOT Grant Manager

2) Attend a social media match Webinar training, where you can submit your questions, and participate in a question and answer session

3) Notify your TxDOT Grant Manager of your decision to participate – or not

4) Participants must agree to submit social media match reports on a monthly basis with RFRs – even if they have no amount to claim

<u>APPROVED VALUE INDEX:</u>

With regard to social media, only EARNED MEDIA will qualify for match. We will exclude from our calculations as much as possible, the two categories defined by public relations organizations as: 1) "paid media" and 2) "owned media".

It is not customary to include either *paid* media or *owned* media when calculating *earned* media values. With social media, it can sometimes be difficult to differentiate between *paid, owned*, and *earned* media. Nevertheless, we recommend keeping the boundaries as clear as possible. The purpose of *earned* media is to show community support and engagement independent from the owners of the campaign. *Owned* media and *paid* media do not show a viewpoint independent from the campaign managers. *Owned* media does not show engagement by the community, so it is not eligible for match (see the chart below).

	Definition	Social Media Examples
Paid (purchased) Media	Social media activity related to a program, campaign, or brand that is <u>purchased</u> by the company, agency, or its contracted agents	• Online advertising such as Facebook or Twitter ads • Online banner ads, column ads, page displays, or pop-up ads • Search advertising such as Google AdWords
Owned Media	Social media activity related to a program, campaign, or brand that is generated by the company or its agents within channels it controls	• Company-owned or agency-owned website • Initial postings on company-owned or Agency-owned social media accounts such as Facebook or Twitter • Company-owned or Agency-controlled blog or opinion pages
Earned Media	Social media activity about a program, campaign, or brand that is not directly generated by the agency, organization or its agents but rather by other entities such as citizens or journalists showing community support and engagement	• Posts, reposts, likes, and comments in independently-owned online social accounts such as Facebook • Independent professional online reviews, and blogs • Likes, shares, or comments made to initial posts on company or sub-grantee owned social account

Therefore, in order to qualify as earned media match, all social media activities must:

1. Be specifically about the grant program in question – cannot be a general posting about the agency or sub-grantee organization in general.

   <u>EXAMPLE -1:</u>

   Regarding match for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council: On UT Austin Student Council Facebook Page, a citizen (not part of the sub-grantee organization) posts the following with a photo of a two bicyclists attending a community event where the bicycle safety program has a booth:

   "Thank you SafeCycling for reminding motorists to watch for cyclists."

   > **<u>YES</u> - <u>this would qualify</u> as social media match for the SafeCycling program. And all the "likes," "comments", and "shares" would also qualify.**

   <u>EXAMPLE -2:</u>

   Regarding match for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council: On UT Austin Student Council Facebook Page, a citizen posts the following with a photo of a two bicyclists in a bike lane:

   "Thank you UT Austin Student Council for petitioning the City of Austin for additional biking lanes."

> > **NO** - this would not qualify as social media match for the SafeCycling program even if it was posted during the months in which the program was doing a promotional event.

2. Be made in response to an initial posting on either 1) an independently-owned social media account or 2) a campaign or agency-owned social media account. But initial postings on a company or agency-owned account do not qualify because they are "owned media".

EXAMPLE -1:

Regarding match for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council, the Student Council is supported by the City of Austin –because there has been an increase in bicycle fatalities in the City. On the City of Austin Twitter Account, the City of Austin posts the following with a photo of a two students holding a SafeCycling banner:

"Stop by the SafeCycling booth #35 at SXSW, and find out how to support safe cycling"

> **YES** - The initial post would qualify as social media match for the SafeCycling program because it is not "owned media" – i.e. – the Twitter Account is not owned by SafeCycling or UT Austin Student Council. And all the "re-tweets", "likes", and "comments" would also qualify because they also show community engagement and support.

EXAMPLE - 2:

Regarding match for a bicycle safety program titled "SafeCycling" owned by UT Austin Student Council: On UT Austin Student Council Twitter Account, a SafeCycling administrator posts the following with a photo of a two students holding a SafeCycling banner:

"Come visit us today at the SXSW booth #35 and support safe cycling."

> **NO** - the initial post would not qualify as social media match for the SafeCycling program because it is "owned media" – i.e. – the Twitter Account is owned by UT Austin Student Council and the initial post was done by the program administrator.

> **However, YES - all the "re-tweets", "likes", and "comments" would qualify** because they show community engagement and support outside of the campaign owners.

CALCULATING VALUES

Earned Media <u>ORIGINATING FROM FREE</u> Social Media Postings

Earned media actions originating as a free social media postings	Value
Independent Blog (not owned by TxDOT, TxDOT contractor, or sub-grantee)	$853.00
Facebook "like, love" or any other emojis	$1.60
Facebook 3rd-party posts and mentions	$10.17
Facebook comments	$10.17
Facebook shares and re-posts	$10.17
Facebook unique video views to 95% or more	$3.25
Facebook live event & webcast views to 30 seconds or more	$1.00
Twitter 3rd party tweets and mentions	$5.00
Twitter comments/replies, likes, and re-tweets	$5.00
Twitter "follow"	$2.25
Twitter video views	$.50
YouTube 3rd-party posts	$10.17
YouTube video views	$7.50
YouTube likes	$5.00
YouTube shares	$5.00
YouTube comments	$5.00
Instagram 3rd party posts	$10.17
Instagram likes/loves	$1.60
Instagram comments	$10.17
Instagram shares	$10.17
Instagram video views	$.50

Note: *LinkedIn, Pinterest, SnapChat, and Google+ do not have enough data or history at this point, but may be added to our list in the future.*

CALCULATING VALUES

Additional Values and Notes

All social media programs offer free analytics software tools which are accessible from the front page of your organization's profile page – in the top bar of the screen. The analytics software is called "Insights". Once clicked, the "Insights" program allows the user to specify a date range and download the information into an Excel spreadsheet. The download will include information such as a list of posts with corresponding data such as likes and comments. TxDOT asks all sub-

grantees to use these free programs and submit the Excel files to document their social media match claims whenever possible.

1. **Values may be adjusted to a higher value based on whether the action/posting/tweeting is done by an "influencer" or "celebrity".** Values may be increased from the amount indicated in the chart based on the number of followers held by the person or organization who has taken the action.

   NOTE: Due to privacy issues, the current available technology often limits our ability to determine the number of followers for independent party posts. Twitter allows us to see this information, but other platforms are more difficult. So the following formula may only apply to Twitter unless you can obtain verification from the owner of the account. Influencers must be documented by a screen capture showing the number of followers.

   We base our influencer formula on a standard social media measurement of "influencer accounts" called "Engagement Per Thousand" (EPM),

   # of followers – divided by 1,000 – multiplied by the unit value for free/volunteer actions (such as 3rd party posts) shown in the charts above.

2. <u>Initial</u> **postings or "comments" will qualify based on whether the comment was positive or negative.** Although rare, posts and/or comments are occasionally negative in nature. We will not count any negative initial postings trashing the campaign. However, comments and postings that follow an initial (positive) posting will qualify whether they are positive or negative because we view it as part of the conversation and citizen engagement in the issue. We have decided all comments are good and may be counted, regardless of content. Negative comments tend to beget multiple more positive comments that would not have originally been posted if not for defending the original negative comment. So again, the only time we will disqualify something that is negative, is if it's an independent initial post made by someone trashing the campaign.

3. **Video views will qualify for match if they adhere to the following guidelines.**

   a. **Facebook video views:** We will only count unique views to 95% of the video. This number can be found by using the free Facebook analytic program called "Insights". The "likes, comments, and shares" associated with Facebook video views will also qualify. The Facebook video view "likes, comments, and shares" will have the same value as the regular Facebook "likes, comments, and shares".

      You can export data for the month in "Facebook Insights" tracking software. In "Administrator View", go to top menu and click on "Insights". Then in upper right, click on "Export Data". Choose "Video Data" as export type then calculate totals from posts

relevant to campaign. Specify the time period and export to Excel. If another pop-up screen comes up, choose "Legacy layout". After you export the data to an Excel file, go to the first tab at the bottom of the file. The first tab is titled "Video Metrics Total vs. Unique". The column titled "Lifetime Unique Views to 95%" will be column Q, or Column S. Those are the numbers that qualify for match.

b. **Facebook live events & Webcasts:** FB puts live events on the same spreadsheet with FB video views (see instructions above under "Facebook video views". And FB does not label live events with a separate header (column) that says "live". So sub-grantees need to know that the link/post is/was a live event. This can be verified by going to the link and doing a screen capture. It will say "live" on the video post. Also FB does not separate the "live" views from the subsequent "video"—i.e. –views after the event is no longer live and becomes a recorded video. So they must be counted as a group.

We will not require unique views to 95% on Facebook live events/videos since they tend to be much longer than other videos and most viewers rarely watch the entire live event. Instead, for live events, we will use "lifetime total 30-sec views" (column "O").

c. **YouTube video views:** For YouTube video views we will only count those times when 95% of the video was viewed by unique users – OR – only those views that occurred from the USA. YouTube does not allow the user to specify BOTH views to 95% AND views from the USA. YouTube also provides analytic programs that are free to it's account holders.

d. **Twitter video views:** Twitter also has free analytic software called Insights. However, their analysis does not provide the detail offered by Facebook and does not show "unique views to 95%". Twitter counts all video views over 3 seconds as a "view".   In "Administrator View", choose "Insights" from drop down menu in upper right. Then choose "Tweets" at the top menu bar and then export to Excel.

e. **Instagram video views:** Instagram has free analytic software, but to date, the information it provides is very limited. It does not show "unique views to 95%". Like Twitter, Instagram counts all video views over 3 seconds as a "view".

The following information is only for organizations that use paid (purchased) postings on their social media pages.

Sometimes the paid (purchased) media on social media can become as a mixture of paid and free social media. So how do we establish where "paid" ends and "free" (also called "organic") begins?

  A. <u>EXAMPLE #1 (paid evolves into free)</u> - TxDOT has agreed that if a social media post which <u>starts</u> as a <u>paid (purchased) </u>posting and evolves to include organic downline activity—everything classified as "organic" qualifies for free social media match. So, in other words, even if the sub-grantee has paid for people to see the post initially, if it continues to be shared above & beyond the paid period, this is considered "organic" sharing and may be counted as "free" social media which qualifies for match.

  Facebook Analytics gives a breakout of when the "paid" becomes "organic" by column heading. However, to date, Facebook is the only company that offers this service. Also, it is our understanding (unless FB reports have changed recently), we only have an easy way to get reports from the automated TxDOT "page post insight Facebook report" on organic vs. paid results when it comes to **video views**.

  B. <u>EXAMPLE #2 (Free evolves into Paid)</u>: Sometimes a free social media post/video is very popular with the public on TxDOT's Facebook site, so the agency or sub-grantee "boosts" the video by putting up some money to make it a "paid" social media -- thus giving it more exposure. When a posting starts out as social media/free and then is "boosted" and becomes paid social media – the free vs. paid should be separated and calculated separately.

VERIFYING & DOCUMENTING EARNED MEDIA FOR SOCIAL MEDIA:

As with all earned media, social media must be tracked, verified, and documented. Also records must be maintained. TxDOT asks you to use the free analytics program that is part of your social media account to track and document the social media posts. For blogs, 3rd party mentions/posts, and Instagram data you may use screen captures. If you want tracking and documentation samples, they can be provided by your TxDOT Grant Manager upon request.

Please submit your reports on a monthly basis. Do not include more than one month of social media posts -- and only include posts for the current reporting period.