
Overview

This standard is about monitoring and evaluating the performance of public relations activities. It includes establishing and agreeing an evaluation framework, methodology and resources, collecting valid, reliable and comprehensive data and evaluating qualitative and quantitative data. It also includes assessing the impact of public relations activities against agreed targets and measures and reporting on the findings of the evaluation. It is for public relations professionals who evaluate the performance of public relations activities, either in-house or for client organisations.

**Performance
criteria**

- You must be able to:
- P1 determine the indicators and metrics against which the success of public relations activities can be evaluated
 - P2 ensure that the selected indicators and metrics are appropriate to the specific public relations outcomes to be monitored
 - P3 agree specific, realistic and measurable targets and measures with key stakeholders
 - P4 agree the most appropriate evaluation methodology and associated resources with key stakeholders
 - P5 determine and agree timescales and/or key points at which public relations activity should be monitored
 - P6 collect valid, reliable and comprehensive data, including feedback from key stakeholders
 - P7 review public relations outcomes using agreed indicators and metrics
 - P8 use agreed methods to evaluate quantitative and qualitative data against agreed targets and measures
 - P9 identify the reasons for variances in performance against expectations
 - P10 assess the impact of public relations activities and outcomes against agreed targets and measures
 - P11 evaluate the quality, cost-effectiveness and cost-efficiency of the public relations activity against agreed targets and measures
 - P12 report on the findings of the evaluation in the agreed format
 - P13 take appropriate action based on the evaluation results

Knowledge and understanding**You need to know and understand:**

- K1 current legal, regulatory and ethical requirements, codes of practice and organisational policies and procedures relating to public relations
- K2 the vision, objectives and culture of the organisation
- K3 the organisation's market and publics
- K4 the organisation's structure and business processes
- K5 the range of indicators and metrics against which the success of public relations activities can be evaluated
- K6 how to ensure that the indicators and metrics selected are fit for purpose
- K7 how to determine the timescales and/or key points at which public relations activity should be monitored
- K8 how to apply indicators and metrics to review public relations outcomes
- K9 methods that can be used for evaluation and how to select those that are best suited to the particular circumstances
- K10 sources of valid and reliable data
- K11 how to apply evaluation methods
- K12 how to use evaluation evidence to make decisions on appropriate action

CFAPRE012
Monitor and evaluate public relations outcomes



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