



What will you be measuring in 2018?



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Clearing some thinking space

- ▶ Things that won't happen:
 - ▶ You won't get paid in Bitcoin unless you insist
 - ▶ You won't have to figure out Blockchain, unless you want to.
 - ▶ You will not be replaced by a robot, AI or a computer
 - ▶ You won't have to wait for a good time to “bury bad news” – just pick any day that Trump tweets.



Focus on what will really matter

- ▶ Listen to your stakeholders, ignore the blathering multitudes
- ▶ Use data to evaluate against your objectives, ignore all other metrics
- ▶ Use common sense backed up with data to stop doing the stupid stuff
- ▶ Don't do anything that doesn't influence your stakeholders
- ▶ "Truth Decay" is real, deal with it



Have we reached Peak Social Media?

- ▶ For promotional purposes, probably
 - Twitter and Facebook numbers down and under fire
 - Risk keeps growing
 - ROI isn't there
- ▶ For Customer Service, definitely not
 - Relationships are made and broken there
 - ROI is there



Will We Redefine Impressions?

- ▶ Yes
 - ▶ Google Conversions + More Data will improve correlations to show financial impact.
 - ▶ If approved, identity tracking may be used to tie content to action



What will you use to measure in 2018?

- ▶ Human-curated Custom quality indexes
- ▶ Computers to calculate share of issue/market or voice
- ▶ Integrated dashboards
- ▶ Goal Conversions
- ▶ SEO results
- ▶ Acceptable proxies for behavior



How to cope with the Serpent of “Truth Decay?” *

► What is it?

1. Increasing disagreement about facts data
2. Blurring of the line between opinion and fact
3. Increase in volume and influence of opinion and personal experience over fact
4. Declining trust in formerly respected sources of factual information



* Jennifer Kavanagh, Michael D Rich, RAND Corporation

Why do we need to bother?

- ▶ Erosion of Civil Discourse
- ▶ Political Paralysis
- ▶ Alienation and Disengagement
- ▶ Uncertainty and doubt



How do we cope?

- ▶ Promote diversity of opinions
- ▶ Support Civil Discourse
- ▶ Conduct solid research
- ▶ Be transparent with results and data
- ▶ Don't place content on or pay for anything that isn't verified
- ▶ When it doubt, pull out



Questions



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