

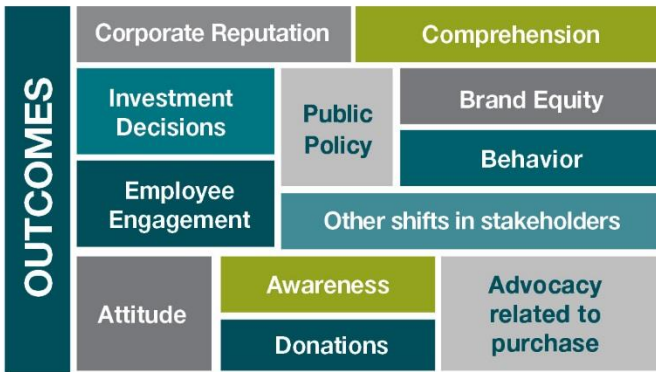
The Barcelona Principles are the **framework for effective public relations and communication measurement.**

**1** Goal setting and measurement are fundamental to communication and public relations

- Identify who, what, how much, and by when.
- Be holistic, integrated and aligned across all PESO channels.



**2** Measuring communication outcomes is recommended versus only measuring outputs



**4** Measurement and evaluation require both qualitative and quantitative methods

Qual helps explain Quant

**5** AVEs are not the value of communication



**6** Social media can and should be measured consistently with other media channels



**3** The effect on organizational performance can and should be measured where possible

Provide reliable input into integrated marketing and communication models, including through advanced econometrics and advanced survey analysis.



**7** Measurement and evaluation should be transparent, consistent and valid

**RELIABLE HONEST  
INTEGRITY  
ETHICAL CONTEXT  
REPLICABLE**

Have a question? Reach out to us!