

# What Works for Us?

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**PR Measurement Summit**  
May 16-17 • Washington, D.C.

Presented by:  Ragan  PR Daily  PRSA

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# We Are Large and Complex



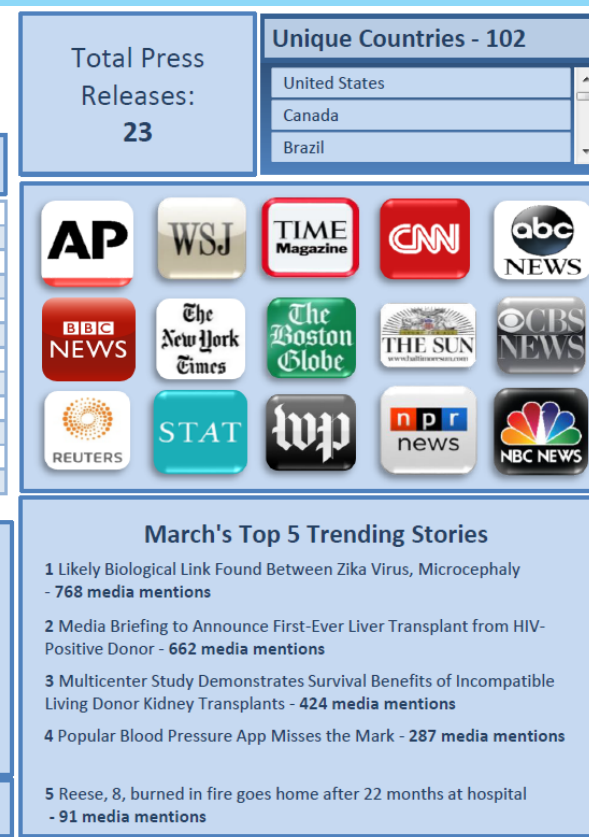
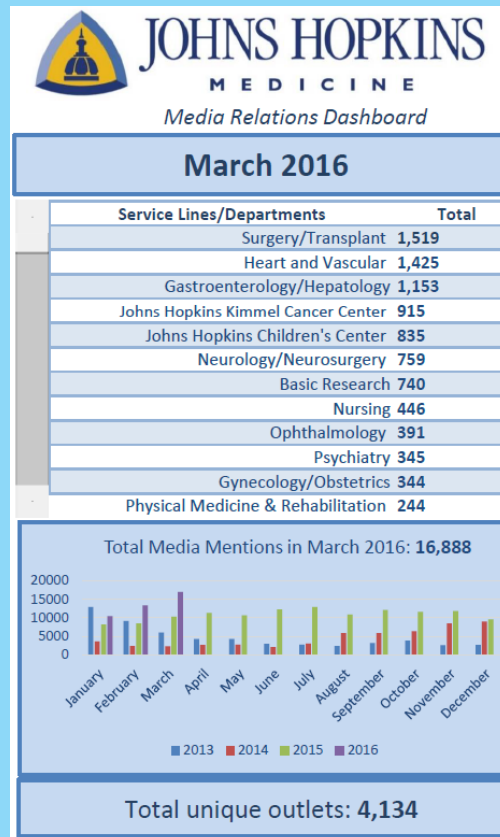
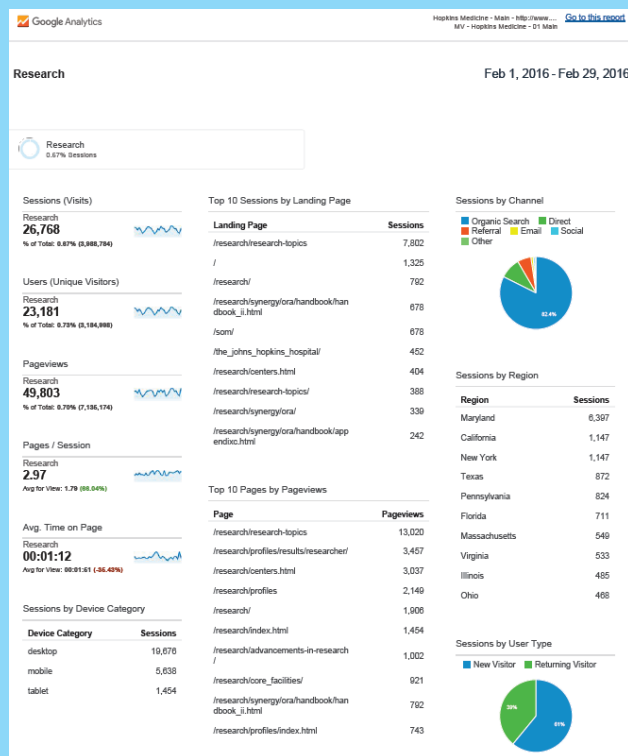
The screenshot displays the Johns Hopkins School of Medicine website. At the top, the logo and name 'JOHNS HOPKINS MEDICINE' are visible. A navigation bar includes links for 'ABOUT', 'HEALTH', 'PATIENT CARE', 'RESEARCH', and 'EDUCATION'. A search bar is present with a 'Search' button. A secondary navigation bar contains links for 'Find a Faculty Director', 'Apply for Admission', and 'Make a Gift'. Below the navigation, the main heading is 'School of Medicine'. A horizontal menu lists 'Departments', 'Students', 'Faculty', 'Residents & Fellows', 'Graduate Programs', 'Health Professionals', and 'Alumni & Friends'. The main content area features a large image of a city skyline at night with the text 'Johns Hopkins Loves Baltimore' and a sub-headline 'Learn what puts the charm in Charm City.' To the right, a dark sidebar titled 'APPLY FOR ADMISSION' lists 'M.D. PROGRAM', 'M.D./PH.D. PROGRAM', 'GRADUATE PROGRAMS', and 'ALLIED HEALTH PROFESSIONALS' with right-pointing arrows. On the left side of the page, there is a 'SHARE' section with icons for Facebook, Twitter, Google+, LinkedIn, and a plus sign.



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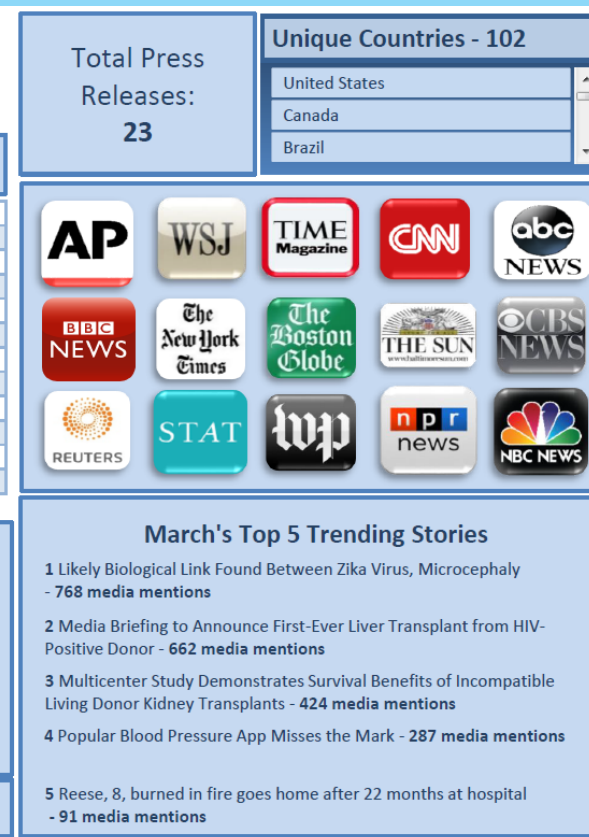
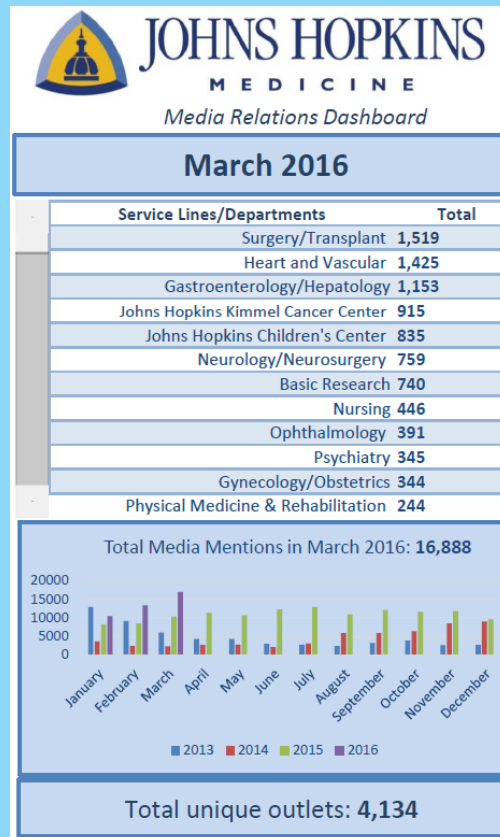
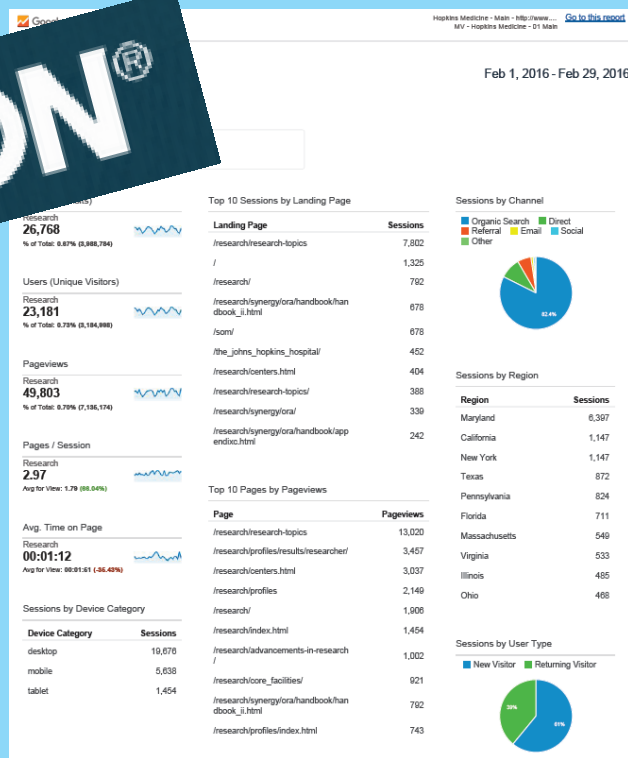


# We Measure in Many Ways



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# We Measure in Many Ways

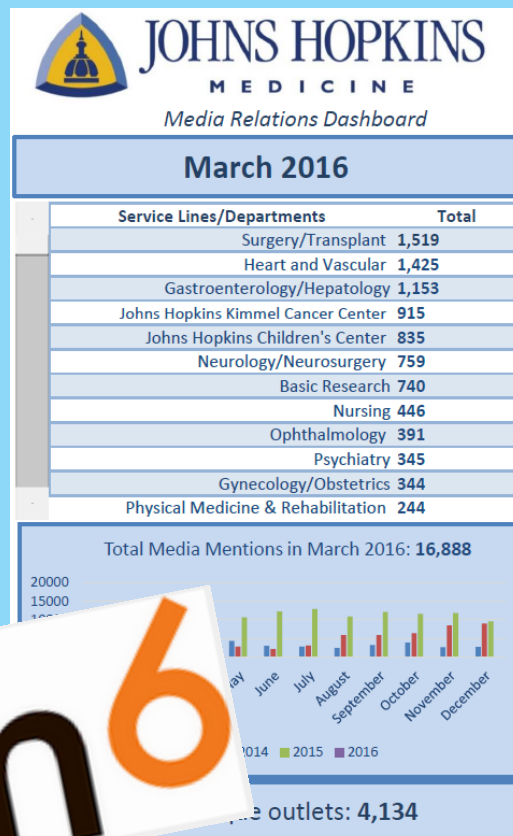
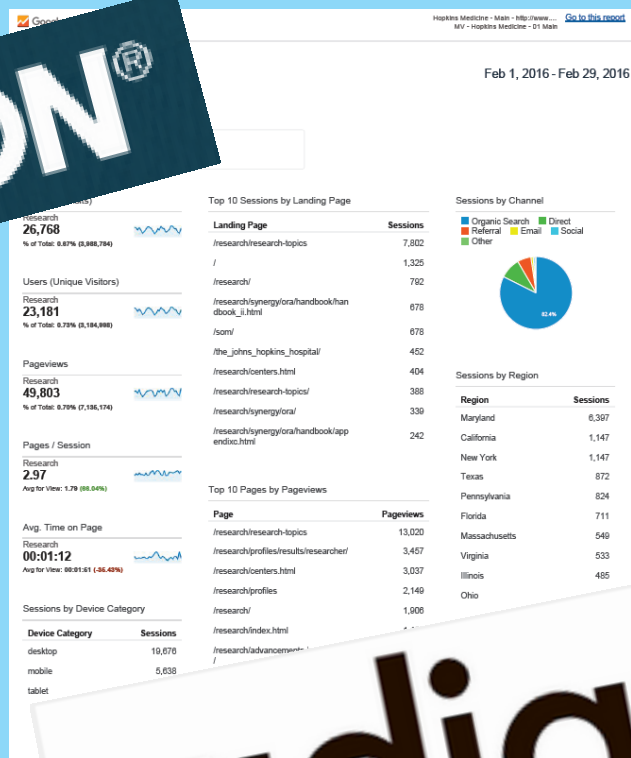


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# We Measure in Many Ways



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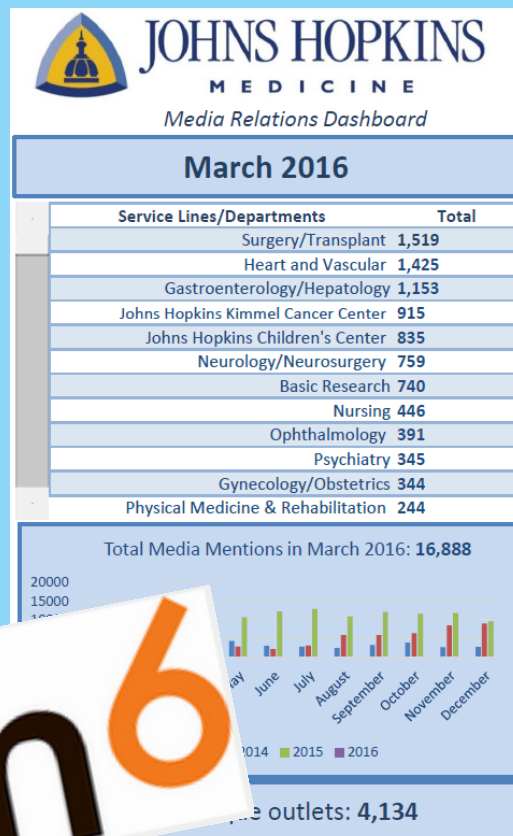
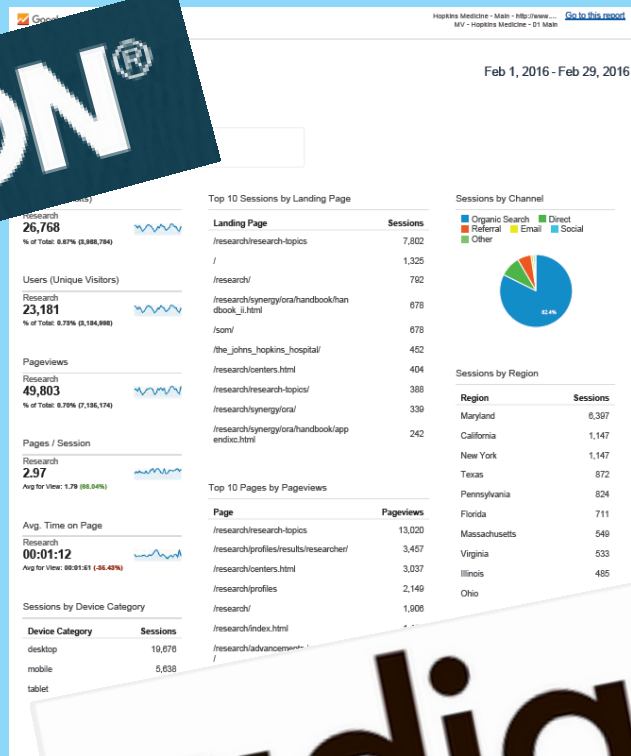


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# We Measure in Many Ways



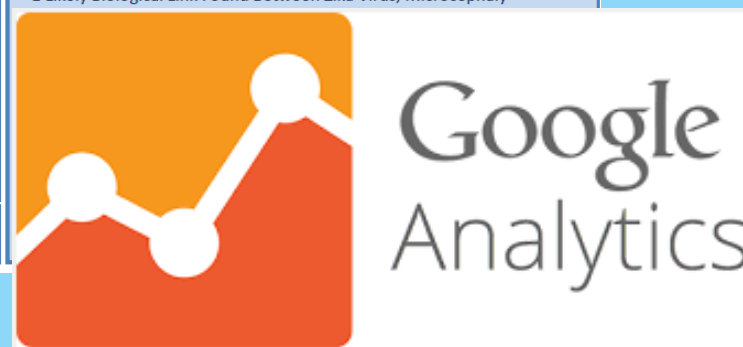
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**March's Top 5 Trending Stories**

1 Likely Biological Link Found Between Zika Virus, Microcephaly

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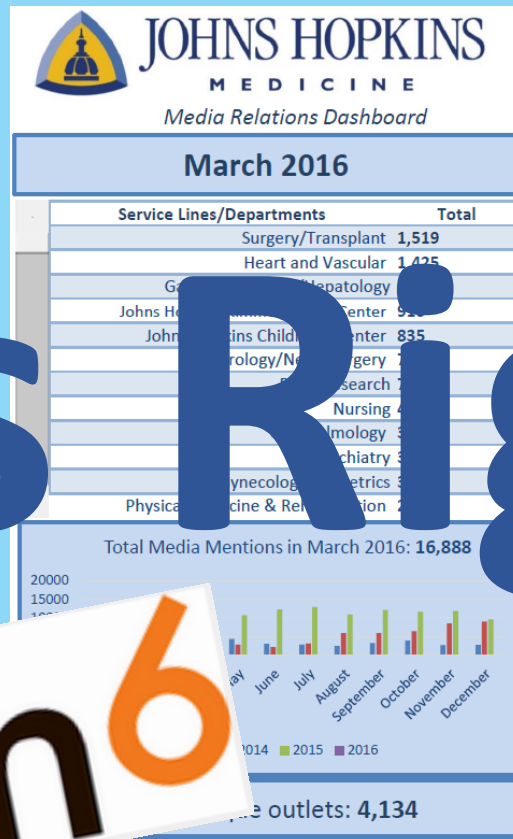
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# We Measure in Many Ways



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# What's Right?



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# Tips and Tricks



- Identify audiences pre-campaign



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# Tips and Tricks



- Identify audiences pre-campaign
- Target specific audiences



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# Tips and Tricks



- Identify audiences pre-campaign
- Target specific audiences
- Limit outreach to specific channels



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# Tips and Tricks



- Identify audiences pre-campaign
- Target specific audiences
- Limit outreach to specific channels
- **Know what you're measuring**



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# Tips and Tricks



- Identify audiences pre-campaign
- Target specific audiences
- Limit outreach to specific channels
  
- Know what you're measuring
- Keep variables consistent



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# Tips and Tricks



- Identify audiences pre-campaign
- Target specific audiences
- Limit outreach to specific channels
  
- Know what you're measuring
- Keep variables consistent
- Look at impact and outcomes



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# Thank You!



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