

**Metrics  
Overview**





**CORPORATE RELATIONS PURPOSE**  
To help the business strengthen and protect reputation to support growth.

**EXECUTIVE & INTERNAL COMMUNICATIONS**

**Purpose:** To help foster alignment, engagement, and pride among key audiences and mobilize them as advocates supporting our journey towards becoming a better McDonald's.

**BODIES OF WORK**

Executive and Leadership Communications

Content & Editorial Planning

Culture & Change Communications

System Ambassadorship

Platforms & Measurement

**OUR CHALLENGE:** To measurably transform, modernize, and synchronize how the McDonald's system communicates by achieving four big bets:

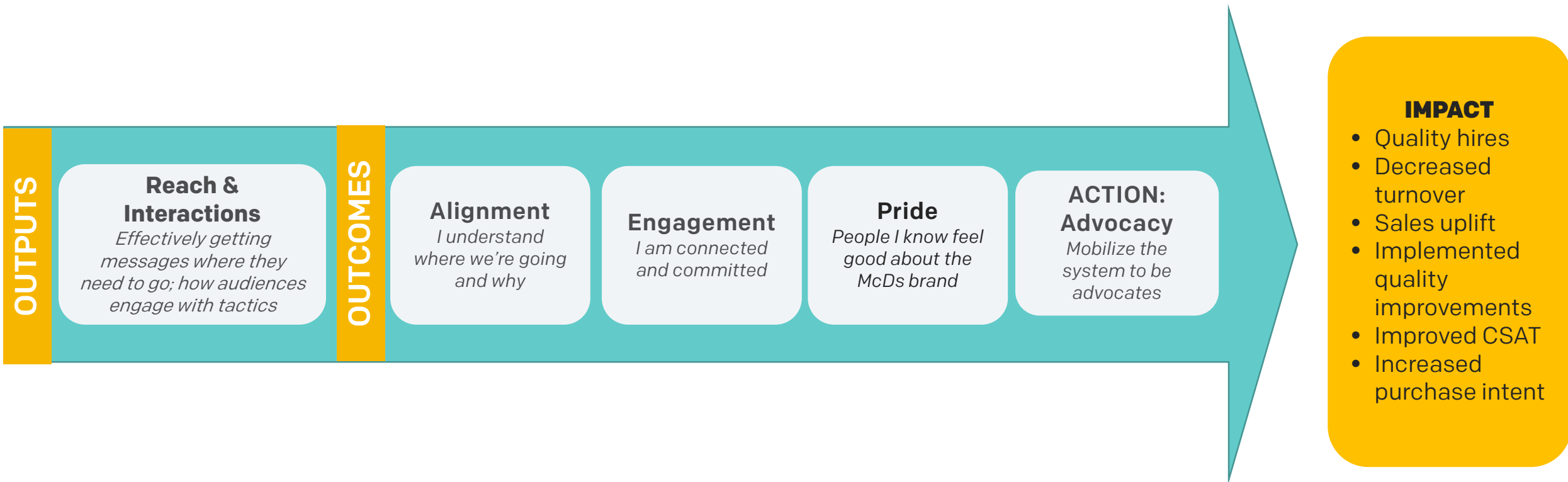
**1** Articulating vision, direction, and progress against our strategy

**2** Narrating the journey of organizational change

**3** Equipping the System to be ambassadors

**4** Modernizing the infrastructure

# Our Theory of Impact: How GE&IC Drives Reputation

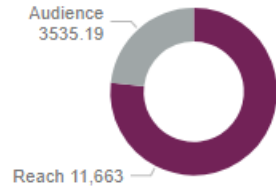


## REACH

Percentage of total audience who accessed one or more of our communications

330%

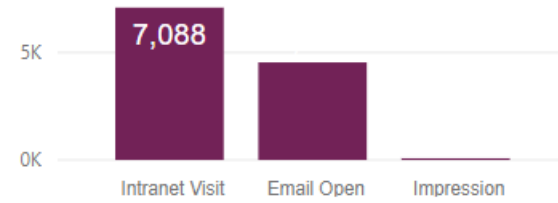
Reach vs. Average Target Audience



11,663



Reach of communications by channel



## INTERACTIONS

Percentage of reached audience who took an action (likes, posts, comments) in one or more of our communications

22%



2,560



Top actions taken on communications across audiences



## OUTCOMES

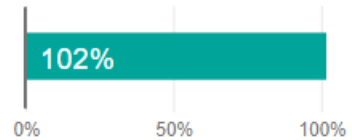
Percent effective on KPIs

100%



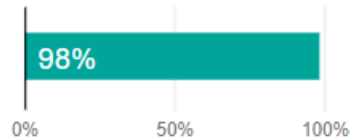
Alignment

Calibration with our position



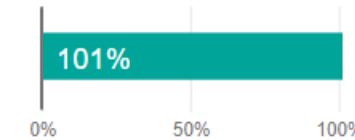
Engagement

Commitment to our goals



Pride

Promotion of our message

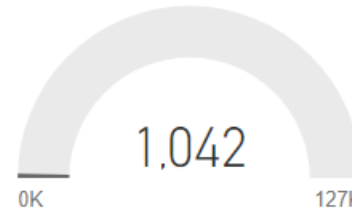


## ADVOCACY

Total number of impressions.  
Output source: LinkedIn Elevate

127K

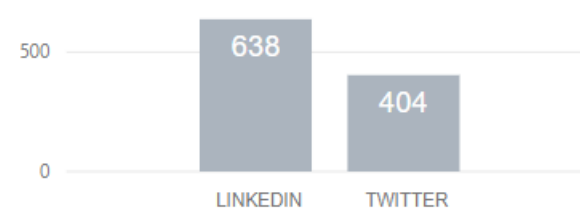
Total Engagements and Impressions



1%



Total engagement across social networks



# EXECUTIVE DASHBOARD

SEP 15-SEP 21 2018

Last 7 Days

Current 7 Days

Applies to all visualizations except OUTCOMES