

Measuring Organizational Trust and Relationships with Publics



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About Paine Publishing

- ▶ We provide individuals and organizations with the knowledge and information they need to navigate the journey to high-quality, accurate communications measurement.
- ▶ Visit us online: www.PainePublishing.com
- ▶ Want to learn more about measurement? Join us for **Measurement Base Camp**- 8 weeks of on-line hands-on training in everything measurement guaranteed to turn you into a Measurement Master.



The “Next Normal” will require trust

- ▶ Individuals only absorb information when they think they need it
- ▶ In order to break through your audience must:
 - Trust the source of the information
 - Trust that paying attention will benefit them in some way
 - Believe there is a downside to not paying attention



The Key to the “Next Normal” is Measurement, as usual

- ▶ Trust, Empathy and Authenticity are your brand’s superpowers – make sure you have them
- ▶ Measurement gives you the answers when nothing is certain
 - ▶ Know what you don’t know, then find out what you need to know
- ▶ Beware of FOFO
 - ▶ Test test and test some more
 - ▶ Avoid crack-pot cures and worthless metrics



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Grow Relationships Not “Hits”

- ▶ People trust people
- ▶ People are influenced by “PLUs” (People Like Us)
- ▶ It’s cheaper and lasts longer than “buying” love



Measurable Components of Trust

- ▶ **Trust**
 - ▶ **Competence**
 - ▶ **Integrity**
 - ▶ **Dependability/Reliability**
 - ▶ **Transparency**



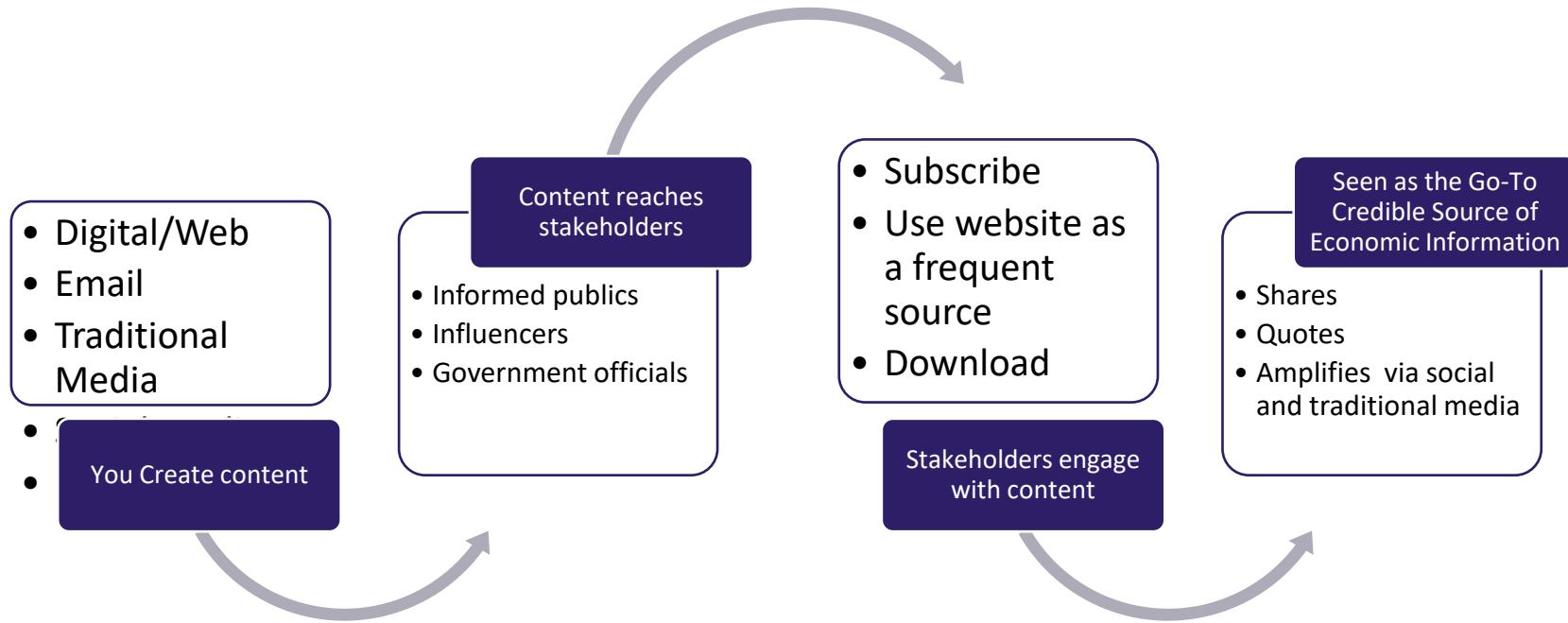
Trust Drivers

- ▶ Programs/Products
 - High quality, evidence of impact, meets customer expectations, stands behind the Programs/Products and services that are delivered
- ▶ Leadership
 - Excellence in leadership, clear vision
- ▶ Integrity
 - Open and transparent, behaves ethically, keeps commitments, accountable, takes responsible action to respond to an issue or a crisis, communicates frequently and honestly on the state of its business
- ▶ Competence
 - The factors (skills, expertise, systems, processes, governance) that allow the organisation to achieve the vision or move towards it.

Statements that Measure Trust

- ▶ “This organization can be relied upon to keep its promises.”
- ▶ “I feel very confident about this organization’s skills.”
- ▶ “This organization has the ability to accomplish what it says it will do.”
- ▶ “Sound principles seem to guide this organization’s behavior.”
- ▶ “This organization does not mislead people like me.”
- ▶ “This organization is known to be successful at the things it tries to do.”

Connect the dots between what you do and value



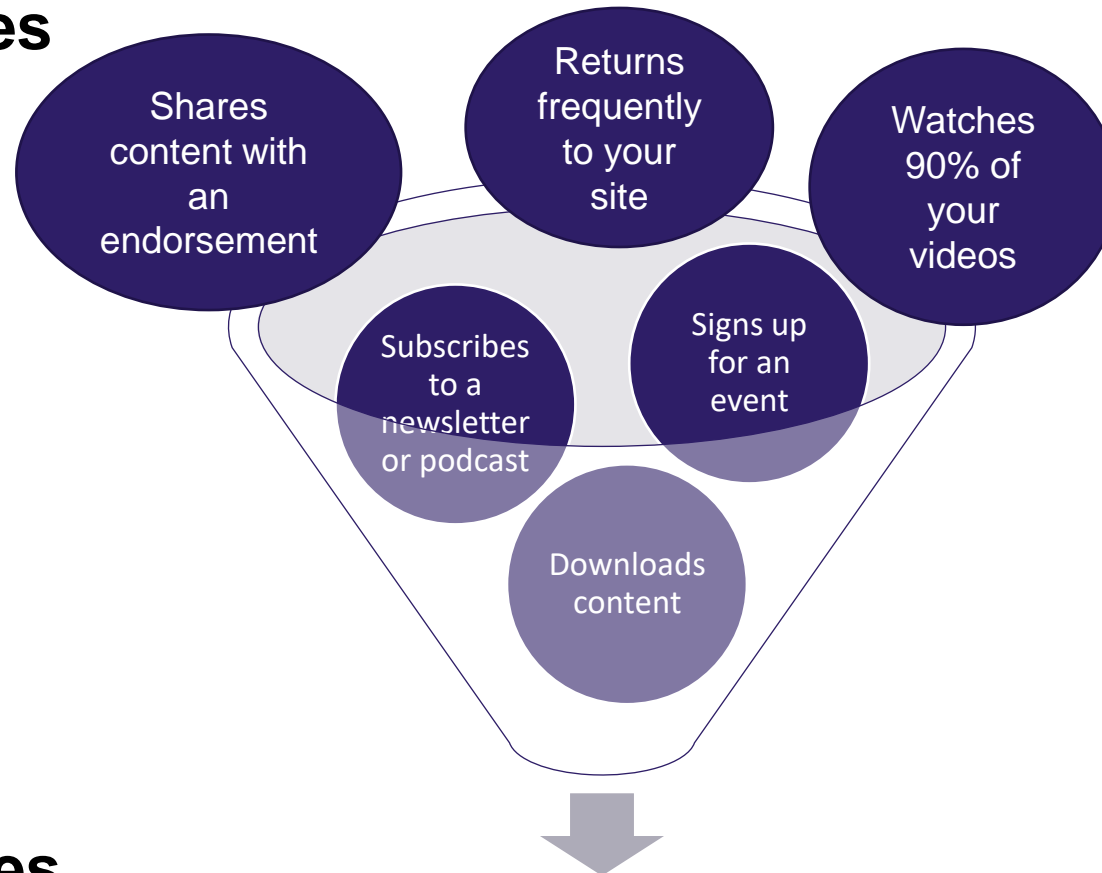
Goal: Demonstrate that we are the credible source for financial information

- ▶ What actions imply credibility?
 - ▶ Signs up for an event
 - ▶ Subscribes to a newsletter or podcast
 - ▶ Downloads content
 - ▶ Shares content with an endorsement
 - ▶ Comes back to your site frequently
 - ▶ Watches 90%+ of your videos



Goal: Increase trust in our organization as the credible source for financial information

Activities



Outcomes

**20% increase in Trust & Credibility
among key stakeholders**

Defining Trust in Media with a Quality Score

Desirable Criteria	Score	Undesirable Criteria	Score
Positive: Leaves reader more likely to trust in, work for, or invest <i>OR less likely to oppose</i>	1	Negative: Leaves reader less likely to trust, work for, or invest <i>OR more likely to oppose</i>	-2
Contains one or more positive trust messages	2	Contains one or more negative messages	-3
Positive headline	2	Negative headline	-1
Third-party endorsement	3	Recommends competition	-2
Contains desirable visual	2	Contains undesirable visual	-2
Total Score	10	Total Score	-10

Customize your Engagement Index based on your goal

Action	Score
Downloads content	1.5
Watches 90% of video	1
Comments	1
Shares content with endorsement	2
Signs up to receive email or other owned content	2
Shares a link to an owned site	2.5
Total	10

Owned Digital Content Quality Index

Perfect 10	Score	Worst nightmare	Score
Mentions an NGO or Influencers	1	Contains no visuals	-2
Contains a picture, visual or infographic or link to one	2		
Is People Focused	.5	Not relevant	-1
Contains a key message	1	Not timely	-2
Contains a call to action	1	No call to action	-1
Expresses authenticity	1.5	Contains jargon or is inauthentic	-2
Uses one of our hashtags	.5	No hashtag	-1
Contains a benefit i.e. “what’s in it for me”	1	No “What’s in it for me”	-1
Total	10		-10

Trust Index

Trust Driver	Questions	% agreement	Index
Programs/Products	The Organization is making an impact with their Programs, products and services	44	44
Industry Leadership	Has a clear vision for the future	34	34
Integrity	The Organization has sound principles that guide their behavior	40	40
Competence	The Organization has the ability to accomplish what they say they will do	31	31
Trust Index Score			33



Key Rules to Remember

- ▶ **Define** the stakeholders whose trust is most important to the success of your organization.
- ▶ **Rank order** them by what relationships makes the biggest difference to your success
- ▶ Either (a) **get the emails** for those people, if there are just a few of them, or (b) **contact** [Survata](#), [SurveyMonkey](#), or [Research Now](#), to find out what it will cost to send a representative sample a trust survey.
- ▶ Go through the [trust survey instrument](#) and identify 5-7 questions that are most appropriate for your needs.
- ▶ **Build the questions** into a survey and send it out.
- ▶ **Analyze** results. Look for trends, insights, and surprises.
- ▶ **Repeat** in six months.

**THANK
YOU!**



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