

## **ABSTRACT**

**RESEARCH PAPER:** ROI Measurement Techniques for Social Media

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Today's public relations practitioners are expected to demonstrate a measurable return of investment (ROI). This research paper examined techniques used to measure ROI of social media as a public relations tool. The research was done using case study analysis to apply measured results to existing models.

The Doritos 'Crash the Super Bowl', Dell Outlet Twitter, and Domino's Pizza YouTube campaign case studies were chosen due to their focus on social media as well as emphasis on public relations return of investment. The research explored the various Web analytic systems currently in use for monitoring social media and public relations activity.