



How do we assess the
results/effectiveness of our
communication tools in Finland
website, social media, publications etc

Objective	Evaluation question	Specification of evaluation question	Indicator	Other data
<p>Information on rural development opportunities is conveyed to potential beneficiaries</p>	<p>- To what extent did showcasing the programme's special themes and areas of emphasis (e.g. a campaign to launch the programme) improve the Rural Development Programme's visibility in the media?</p>		<p>1. Number of messages conveyed to potential beneficiaries (e.g. the circulation numbers of the newspaper in which the opportunities offered by the programme were advertised). (Additional indicator, Network Services)</p> <p>Media monitoring as a tool (number of messages impossible to measure!)</p> <p>- <u>Indicative number of hits can be found through search words (online magazines!)</u> Monitoring newsprints is too expensive in proportion to the benefits!</p>	<p>One question in the feedback form about the events and training sessions of the Rural Network is: <u>did you receive new information on the programme</u> (on a scale of 1 to 5)?</p> <p>- As a rule, the training sessions organised by the Rural Network are not attended by beneficiaries, but information intermediaries</p> <p>- What does this include?</p>



Objective	Evaluation question	Specification of evaluation question	Indicator	Other data
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Information on rural development opportunities is conveyed to potential beneficiaries	- To what extent has the Rural Network contributed to conveying information on rural development opportunities to potential beneficiaries		<p>2. Number of communication tools (output indicator, Hyrrä)</p> <ul style="list-style-type: none"> - Breakdown of events organised by the Rural Network: <ul style="list-style-type: none"> o Distribution and dissemination of monitoring and evaluation results o Targeted at advisors and/or innovation support services o Leader, including co-operation - Breakdown of the number of publications (brochures, news releases, magazines, including e-publications): <ul style="list-style-type: none"> o Distribution and dissemination of monitoring and evaluation results o Targeted at advisors and/or innovation support services o Leader, including co-operation - Breakdown of the number of other tools (web pages, social media): <ul style="list-style-type: none"> o Distribution and dissemination of monitoring and evaluation results o Targeted at advisors and/or innovation support services o Leader, including co-operation - Breakdown of the number of project examples and best practices collected and shared: <ul style="list-style-type: none"> o Distribution and dissemination of monitoring and evaluation results o Targeted at advisors and/or innovation support services o Leader, including co-operation 	
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Objective	Evaluation question	Specificati on of evaluation question	Indicator	Other data
<p>Information on the programme's implementation and results is exchanged among the actors and conveyed to the public</p>	<ul style="list-style-type: none"> - To what extent were external communications able to convey information on the programme's results? - How effective a communication channel was social media in external communications? - How well does the general public know the Rural Development Programme and its opportunities? - What percentage of citizens agrees with this claim: <i>"The countryside generates well-being for the whole country and can help bring solutions to competitiveness, climate and environmental issues"?</i> 		<p>1. Number of communication tools (output indicator, Hyrrä)</p> <p>1. Breakdown of communication tools between various target groups (Additional indicator, Network Services)</p> <p>Nationally, the breakdown between various target groups is presently only monitored in the scope of participation in training sessions and not with respect to communication tools! (See goal 1.) How could this even be monitored?</p>	<p>number of visitors on the maaseutu.fi website per month</p> <p>Social media use (re-Tweets, followers, active users)</p> <p>Awareness survey</p>



The impactfulness of communications

- The impactfulness of communications is evaluated by conducting an **awareness survey**, which studies how well the general public know the Rural Development Programme and the opportunities it offers.
- It will also **include finding out** what percentage of citizens agrees with this claim: “The countryside generates well-being for the whole country and can help bring solutions to competitiveness, climate and environmental issues”?
- An awareness survey is **carried out in 2018** and in connection with the **ex-post evaluation**. The baseline data is derived from an awareness survey conducted by TNS Gallup in 2013.



The penetration of communications

- The level of penetration of communications is evaluated by **monitoring the media** on an annual basis.
- A separate evaluation of the **penetration of specific special themes or areas of emphasis** (e.g. the campaign to launch the programme in 2015) in the media is also carried out.
- The **success of external communications** is evaluated by measuring the monthly number of visitor of the **maaseutu.fi** website.



Update your countryside



PÄIVITÄ MAASEUTUSI





Picture competition

- In Instagram over 600 pictures
- In Twitter about 50 pictures
- In Facebook about 60 pictures



www.paivitamaaseutusi.fi



Istunnot

13 675



Käyttäjät

11 013



Sivun katselut

22 459



Sivut/istunto

1,64



Istunnon keskim. kesto

00:01:25



Välitön poistuminen
prosentteissa

72,03 %

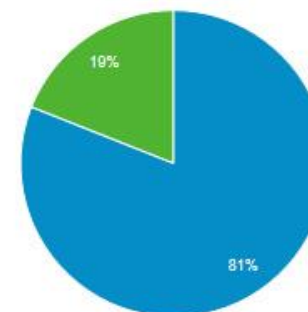


% uutta istuntoa

80,53 %



■ New Visitor ■ Returning Visitor





Maaseutu - Tilaa elämälle

Julkaisija: Dagmar [?] · 22. kesäkuuta ·

Tärkeä tiedotus maaseudun käyttäjille.
Maaseutuanne ollaan päivittämässä – ota käyttöön sen uudet ominaisuudet!
Katso ideat maaseudun kehittämiseen, hae rahoitusta ja tartu toimeen.



229 780 henkilöä tavoitettu

Mainosta julkaisua

144 tykkäystä 5 kommenttia 73 jakoa

Tykkää Kommentoi Jaa

229 780 Tavoitetut henkilöt

214 212 Videon näyttökerrat

332 Tykkäykset, kommentit ja jaot

254 Tykkäämiset	144 Julkaisussa	110 Jaoissa
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5 Kommentit	5 Julkaisussa	0 Jaoissa
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73 Jaot	73 Julkaisussa	0 Jaoissa
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1 725 Julkaisujen klikkaukset

1 164 Videon käynnistäneet klikkaukset	3 Linkin klikkaukset	558 Muut klikkaukset
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KIELTEINEN PALAUTE

82 Piilota julkaisu	2 Piilota kaikki julkaisut
0 Ilmianna roskapostina	0 En tykkääkään sivusta

