

Assessing communications

Ideas for discussion

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Assessing communications

1. Producing **outputs**
2. **Reaching** target groups
3. Making an **impact**

From outputs...

OUTPUTS: overview of key activities

- **Number of web pages managed**
- **Number of posts on social media channels**
- **Number of publications**
 - breakdown by theme/ main focus?
 - breakdown by Member State?

...towards outreach

Reaching target groups: indicators

Website

- Number of visits to the website
- Number of clicks, unique users (and more!)

How? Web analytics

Social media

- Numbers of fans/followers, shares/retweets, likes/favourites
- Number of referrals to website from social media channels

How? Social media and web analytics

...towards outreach

Reaching target groups: indicators

Publications

- Number of subscribers
- Number of print on demand (for events etc.)
- Number of opens and downloads from the website

How? Mailing lists, monitoring tables, web analytics

Newsletter

- Number of subscribers
- Open rates; click rates

How? Mailing lists, mailing tool, web analytics

Assessing contribution to ENRD objectives

- **Communications** \neq **Awareness of the broader public**
- **Communications contributes to:**
 - Improving RDP implementation
 - Increasing stakeholder involvement

AND

 - Increasing awareness of the broader public

...to impact?

How to measure...

- **The specific impact of communications activities compared to other activities?**
- **Value of individual products?**
- **Do the main target groups pick up the information and apply/implement it in their own practices? If not, why not?**

Key to enabling improved activities!

How? Surveys, sharing of practices, qualitative user feedback, engagement on social media

Systematic rather than anecdotal feedback?