European Commission

COMMUNICATION NETWORK INDICATORS

NEEDS *Needs analysis, problem definition*

OBJECTIVES *SMART – Specific, Measurable, Achievable, Relevant, Time-bound*

INPUTS
What is needed to plan, design and implement communication
- **Ex-Ante evaluation**
- **Planning**
- **Budgeting**

ACTIVITIES
What is done to produce and implement communications
- **Production**
- **Development**
- **Distribution**

OUTPUTS
What we deliver that reaches and engages the target audience
- **Reach**
- **Exposure**
- **Publicity Volume**
- **Deliverables**

RESULTS
What the target audience takes out of the communication. Their initial response and sustainable effects
- **Awareness**
- **Recall**
- **Engagement**
- **Follow-up actions**

IMPACTS
Behavioural and/or cultural shifts in population directly or partly caused by the communication
- **Opinion change towards the EU**
- **Advocacy**

ACTIVITIES	OUTPUTS *What we deliver that reaches and engages the target audience*	RESULTS *What the target audience take out of communication and initial responses*	IMPACTS *Results caused, in full or partially, by the communication*
NETWORKS	1 **Number of contacts: visitors, event participants, calls, emails, etc. [*counting*]** • **If applicable, percentage of newcomers *[survey, desk analysis]*** 2 Cost per contact [*desk analysis*]	1 **Overall usefulness of the contact [*survey*]** 2 Percentage of users who declared that they would come back [*survey*] 3 Percentage of users who declared that they would recommend the service [*survey*]	1 **Number of people having a more positive opinion of the EU as a result of the contact [*Eurobarometer, survey*]** 2 Likelihood to advocate or speak positively about the EU as a result of the contact [*survey*] 3 Number / percentage of target audience who know more about available opportunities and take action [*survey, desk analysis*]
EVENTS	1 **Number attendees: physical and online [*counting*];** • **If applicable, percentage of target audience [*counting*] and percentage of first time attendees [*survey*]** 2 Cost per attendee [*desk analysis*] 3 Indirect audience reach – media reach of event *[audited circulation and audiences, analytics]*	1 **Overall usefulness of event for attendees [*survey*]** 2 Percentage of attendees who declared that they would share or speak positively about the event [*survey*] 3 Percentage of attendees seeking more information or engaging in other follow-up actions [*survey*]	1 **Percentage of attendees having a more positive opinion of the EU as a result of the event [*survey*]** 2 Likelihood to advocate or speak positively about the EU as a result of the event [*survey*] 3 Number / percentage of target audience who know more about available opportunities and take action [*survey / desk analysis*]
PUBLICATIONS	1 **Number of readers / listeners of the publication [*web analytics, OP orders*]** • **If applicable: percentage of target audience and percentage of specific demographic groups [*desk analysis*]** 2 Percentage of publications produced in more than one linguistic version [*counting*] 3 Percentage of publications accessible to visually impaired persons [*counting*]	1 **Overall usefulness of publication for readers [*survey*]** 2 Number of readers who shared the link of the publication with other people [*survey*] 3 How clear and easy to understand was the publication [*survey*]	1 **Number of readers having a more positive opinion of the EU as a result of a publication [*survey*]** 2 Likelihood to advocate or speak positively about the EU as a result of a publication [*survey*]
MEDIA RELATIONS	1 **Number of online views of media releases [*web analytics*]** 2 Number of journalists in media events organised by the EC [*counting*] • Percentage of Member States coverage	1 **Percentage of media items published in tier(s) 1-6 in a sample of EC related media coverage [*media monitoring*]** 2 Number of media items mentioning a Member of the College in the analysed sample of EC related articles [*media monitoring*]	1 **Percentage of citizens that have the perception that they are well informed about the political priorities of the EU [*Eurobarometer, survey*]**
VIDEOS / PHOTOS	1 **Number of views, embeds and downloads [*AV Portal, web analytics, social media metrics, global counting*]** 2 Number of unique visitors to the page of the video on Europa [*AV portal, website analytics]* 3 Cost per view [*web analytics / social media metrics / desk analysis*] 4 Percentage of videos with completion rate of 50% or more and of a 100% [*AV Portal, web analytics/social media metrics*] 5 TV uptakes: number, names and countries of TV channels using EbS material and videos and number of minutes of EbS material and videos on TV channels [*Teletrax - out of the TV panel of 220 channels*]	1 **Overall usefulness of the video for the viewer [*survey*]** 2 Overall usefulness of the portal for the users [*survey*] 3 Long-term: life cycle of the video after the communication campaign [*AV portal, social media metrics*]	1 **Number of viewers having a more positive opinion of the EU as a result of the video [*survey*]** 2 Likelihood to advocate or speak positively about the EU as a result of this video [*survey*]
SOCIAL MEDIA	1 **Number of impressions [*social media metrics*]** 2 Number of follower/fans/subscribers [*social media metrics*] 3 Number of posts* [*social media metrics*] **Activity indicator used for calculating performance indicators*	1 **Number of engagement: shares, likes, clickthroughs, print button pushed, comments [*social media metrics*]** • **Cost per result [*desk analysis*]** 2 Number of hashtag mentions [*social media metrics*]	1 **Percentage of EC social media users having a more positive opinion of the EU as a result of engaging with EC social media content [*survey, for corporate campaigns*]**
WEBSITES	1 **Number of visits [*web analytics*]** 2 Number of visitors identified by browsers [*web analytics*] 3 Number of page views [*web analytics*]	1 **Conversion rate: downloads, registrations, form completed, etc. [*web analytics*]** 2 Overall usefulness of the site and/or page [*survey*] 3 Number of return visitors [*web analytics - only for users accepting long term cookies*]	1 **Number of visitors having a more positive opinion of the EU as a result of the web visit [*survey, rating widget*]** 2 Likelihood to advocate or speak positively about the EU as a result of the web visit [*survey or monitor "share this content" button, and / or user jump to Social Media icons in footer*]
INTEGRATED COMMUNICATION CAMPAIGNS	1 **Reach: Number of contacts made during the campaign [*audited circulation and audiences, analytics*]** • **If applicable, percentage of target audience [*desk analysis*]** 2 Cost per contact [*desk analysis*]	1 **Recall: Number of people who can recall a message of the campaign [*survey*]** • **Cost per person recalling the campaign [*desk analysis*]** 2 Percentage of people reached seeking more information or engaging in other follow-up actions as a result of the campaign [*survey*]	1 **Change of opinion: Percentage of people having a more positive opinion of the EU as a result of the campaign [*Eurobarometer, survey*]** 2 Advocacy: Likelihood to advocate or speak positively about the EU as a result of the campaign [*survey*]

For additional information: COMM-EVALUATION@ec.europa.eu