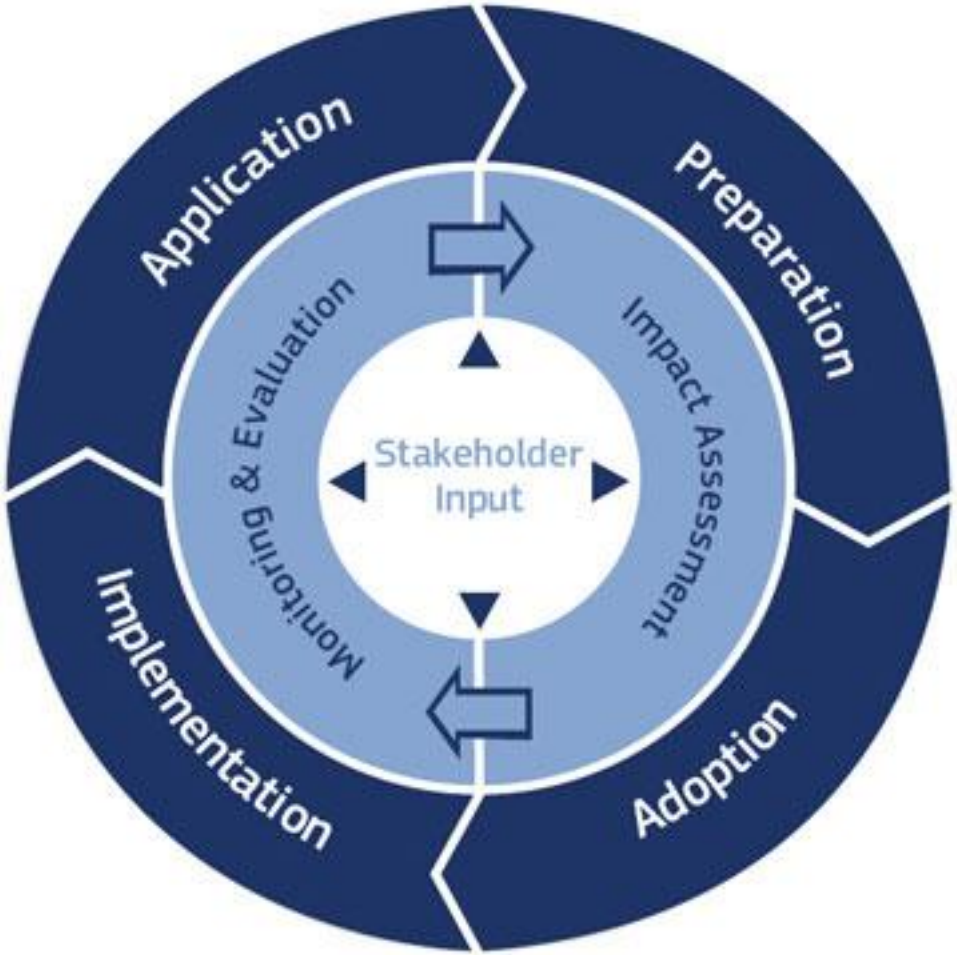


Indicators to Monitor and Evaluate the Performance of Communication Activities

DG COMM D1 - Budget, Accounting and Evaluations

European Commission

Political context

- Political priority on ***Democratic Change*** - Making the EU more democratic and bringing it closer to its citizens.

- The ***Better Regulation*** framework: Designing EU policies, laws and interventions so that they achieve their objectives in the ***most efficient and effective way possible.***

- ***Communication on corporate communication*** under the Multiannual Financial Framework 2014-2020 (2014-2020 MFF).

- Overall aim: ***reinforcing the performance culture in communication*** to be more efficient and effective in bridging the gap and engaging with European citizens – ***better results with stable resources.***

DG Communication role

- Communication on ***Synergies and Efficiencies in the Commission*** – New Ways of Working - since 2016 new governance structures:
  - ***Corporate Communication Steering Committee*** at Director-General level
  - ***Communication Network*** leading a joined-up approach with all Directorates-General
  - DG COMM ***domain leader for external communication***

- In this capacity, DG Communication:
  - Has an ***evaluation support function*** at the service of all directorates-general
  - Has been carrying out several ***projects to improve monitoring of communication activities*** in the whole Commission
  - Developed a ***Resource Centre for the evaluation of communication***

Recent projects

Cooperation between REPs/EPIOs on the ground
(Launched in November 2016, contractor Coffey, final report in June 2017)

Monitoring and evaluation of the Investment Plan communication activities
(Launched in December 2016, contractor Technopolis, final report in 3rd quarter 2017)

Monitoring of EDICs communication activities
(Launched in December 2016, contractor Occurrence, final report June 2017)

Prospective synergies review of EU outreach networks
(Launched in November 2017, contractor Ernest&Young, final report Autumn 2018)

Review of EC materials and activities targeting youth
(Launched in December 2017, contractor Ecorys, final report Autumn 2018

Synthesis Study of Corporate Communication Campaigs
(Launched in September 2018, final report September 2019)

European Commission

Resource Centre

- Who we are
- Our services at a glance
- Corporate Communication
- Governance
- Visual Identity
- Back to school
- Evaluation
- Eurobarometer - Public Opinion
- Newsroom
- Country Profiles
- Communicating Europe - Factsheets
- Digital Transformation: the new Europa

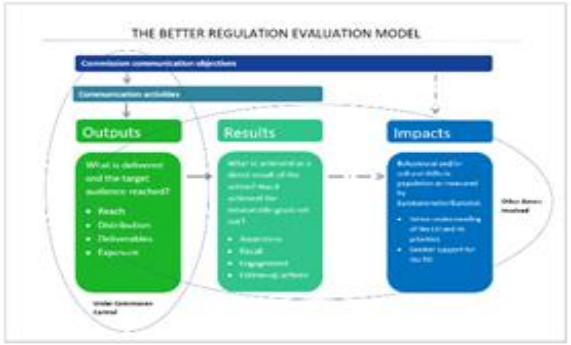
Evaluating Communication activities

Why Evaluate?

Communication being a key tool to regain citizens' trust in the European project, we need to systematically assess the actual impact of communication actions compared to objectives and initial expectations.

Evaluations of communication actions provide **key data, justification and sound knowledge** that allows for **evidence-based decision-making** to plan, design, implement and manage communication activities with ambitious objectives and measurable indicators.

This is done with a view to **continuously improve the Directorate-General for Communication's (DG COMM's) communication products and services**.



Who Does What?

Roles and responsibilities for managing evaluation or measurement projects are defined in the DG COMM Evaluation Charter, please see **DG COMM evaluation Charter**.

In DG COMM, each operational Unit/Representation is responsible for evaluating its own activities. Coordination and support is provided by the evaluation team in the "Budget, Accounting and Evaluations" Unit (COMM.D.1). The evaluation team also ensures that the Better Regulation is implemented in line with Secretariat-General (SG) guidance.

DG COMM's evaluation plan for the year 2018 is set out in the **Management Plan** of the DG

https://myintracomm.ec.europa.eu/corp/comm/Evaluation/Pages/Evaluation-of-Communication-activities.aspx

DG COMM evaluation tools

- ***Framework Contract of DG COMM on Evaluation:*** Check lists, ready to use templates and Inter-institutional Check list for partners from EP, CoR, EESC and Agencies.

- ***Methodological Guidance:*** Toolkit for the evaluation of communication activities and small-scale evaluation tools.

- ***Professionalisation:*** Learning breakfasts, Masterclasses, webinars and information on external learning opportunities.

- A list of past projects (***reports library***) that might be of relevance for your communication activities.

Monitoring and indicators

- ***Good monitoring systems*** to collect relevant data and to provide objective feedback are ***essential for assessing the real results of our communications.***

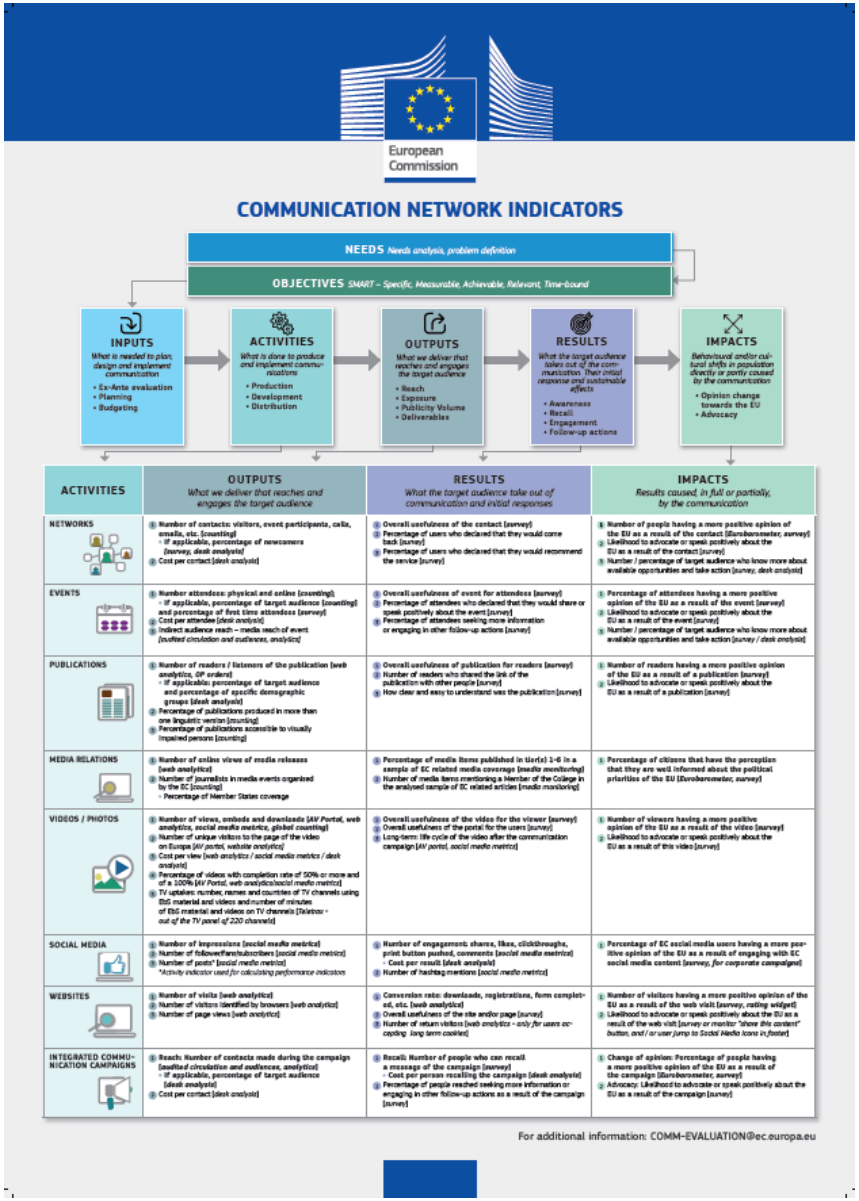
- ***High quality indicators*** should be used for planning, designing, monitoring and evaluating communication activities.

- ***Using the same indicators*** to measure the ***same type of communication activities*** sets the basis for comparability and ***benchmarking.***

Simplified indicators

- DG COMM lead a project for setting ***indicators for communication activities for the whole Commission.***
- ***Indicators*** for communication activities should be ***simplified and better communicated.***
- On 4 June, a Communication Network (CN) ***workshop*** was organised including ***plenary presentations and discussions and parallel workgroups.***
- ***70 participants*** from several directorates-general ***selected a reduced list of recommended indicators*** to be submitted to the CN.
- The results of the workshop were consolidated in a ***one page poster.***

CN indicators



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

European Commission

Communication evaluation terminology

Events and media relations

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*
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*]
1 **Number of online views of media releases [*web analytics*]** 2 Number of journalists in media events organized 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*]**

Social media

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*
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

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*
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*]

Dissemination

- After endorsement by the CN on 21 June, this list became the ***"Communication Network indicators for communication activities"*** to be used across the Commission.

- The ***poster presenting the evaluation model and the CN indicators*** is being distributed to all colleagues including Representations.

- A ***technical guide*** including definitions and model questions for each type of indicator is also being prepared ***to facilitate the use of the CN indicators***.

Trainings

Several **trainings** are being organized to present the CN indicators :

- This topic was included in the **training on evaluation of communication activities** available on EU Learn (first session on 4 July).
- DG COMM organises trainings for Representations (first training on 25 June) and DGs (first training on 20 September, DG REGIO Webinar) to discuss **how to use these indicators.**
- The use of the CN indicators in **2019 management documents** (management plans and annual activity reports) will be discussed in a workshop organized by the Secretariat-General on 24 September.

Contacts

European Commission - DG Communication

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