

Assessing communications

Ideas for discussion

Ed Thorpe ENRD Contact Point Brussels, 19 October 2015

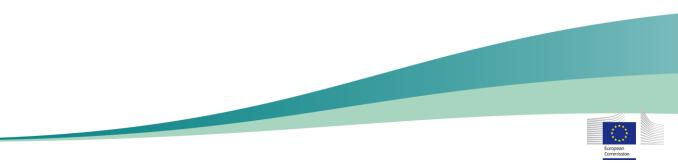






Assessing communications

- 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





...to impact?

Assessing contribution to ENRD objectives

- Communications **#** 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?

