

### Monitoring and Evaluation of the Irish Rural Network

The NRN will measure the success of the communications and publicity activities by baselining and then monitoring and evaluating a list of key performance indicators as indicated in the table below. This list will be refined through our continuous improvement process throughout the lifetime of the programme to reflect actual results, adapt to changing requirements and take advantage of opportunities that present.

Indicator	Metrics
Website reach	Number of unique visitors Number of page views Bounce rate
Social Media reach & engagement	Audience reach: number of followers (Twitter), fans (Facebook) or connections (LinkedIn) Engagement: number of comments, retweets or post likes.
CRM reach	Number of individual contacts in database.
Newsletter & E-Bulletin reach	Number of contacts on circulation list Open-rate (E-Bulletin) Number of newsletters distributed (print edition)
Event participation	Number of attendees Sentiment of event evaluations & feedback
Publicity reach	Number of press releases issued Number of mentions in the print and broadcast media
Applications resulting from information	Number of information leaflets and posters disseminated Implementing bodies can be asked to gather information on the source though which applicants learned of funding opportunities or best practices