COMMUNICATION
MONITORING
INDICATORS

SUPPORTING GUIDE

Version February 2024

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INTRODUCTION

In a challenging communication context where communication resources should be used strategically, setting meaningful objectives and performance indicators for communication actions becomes more important than ever.

We also need a framework to show the contribution DGs make to the collective communication of the corporate priorities.

According to the Better Regulation guidelines[1], "monitoring is necessary to generate information that feeds into future evaluation and impact assessments and to provide a solid evidence base for policymaking".

This supporting guide helps DGs using the EC Communication Indicators on measurement and evaluation of communication activities that were agreed by the Communication Network on 12 May 2022 and endorsed by the Corporate Communication Steering Committee on 19 October 2022.

Principles

We will employ justified, co-ordinated, planned, measured, and evaluated communication actions, following 7 key principles:

1. Compliance with the Commission's Better Regulation Rules

Evaluation of communication activities is aligned with the Commission's Better Regulation Rules and will assess communication performance according to the 5 minimum criteria defined in the Better Regulation Guidelines: effectiveness, efficiency, relevance, coherence, and EU added value.

2. Keep sight of the final goal

Our communication activities are aligned to the headline ambitions of the Commission and seek to demonstrate their relevance and EU added value to our audiences.

Consequently, the final impact and overarching goal of our communication is to restore citizen's positive perception of the EU.

3. From reporting to performance measurement

Already at the earliest stage of planning (the preparation of our Strategic Plans and Annual Management Plans), we will set SMART objectives and introduce success indicators for our communication actions. Measurable and comparable indicators will help us assess our individual performance and its contribution to the Commission's political priorities.

4. From outputs to results and impacts

Over the next years, our aim is to improve our measurement and evaluation practices by using more results and impacts oriented indicators in addition to output indicators.

5. Less is more

As a first step, we will use a limited number of indicators, starting with quantitative data on the number of people reached, but allowing the willing and able to go further with more sophisticated indicators to measure results and impacts.

6. Proportionality

Big spending merits more serious monitoring, for small actions keep it proportionate (basic).

7. Consistency

We agree and will use the common set of definitions, indicators and methodology attached to this document.

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1 Better Regulation Guidelines: https://myintracomm.ec.europa.eu/sg/better_regulation/Pages/guidelines-toolbox.aspx

Monitoring and Indicators

Why do we need good, robust indicators?

Harmonised and simplified indicators across the communication domain will allow services to:

- Better steer and coordinate the work of external contractors when designing and implementing monitoring systems and evaluations, leading to better quality;

- Increase the effectiveness of learning by improving comparability and consistency of data generated through monitoring and evaluation activities, setting the basis for benchmarking[2];

- Improve transparency and accountability of spending on communication activities through clearer and more consistent measurement of success.

Monitoring is a continuous and systematic process of data collection about an activity. It helps identify and address any implementation problems and it generates information that allows evaluating whether the activity has achieved its objectives. A good monitoring system is planned from the beginning when conceptualising a communication action and alongside setting the objectives for this communication action.

There is no clear-cut rule on how detailed the indicators should be – this depends on the type of the initiative, the complexity of the intervention logic and the set objectives. In principle, however, the more "SMART" (Specific, Measurable, Attainable, Relevant and Time-Bound) the policy objective is, the easier it is to define a corresponding indicator.

Indicators measure the degree of meeting objectives, mobilising resources, and getting results. They can be quantitative or qualitative. Quantitative indicators define measurable information and are mathematically verifiable, while qualitative indicators reflect, reasons, personal views, or attitudes. In a good monitoring system, both types of indicators complement each other.

When it comes to choosing indicators, more is not necessarily better. A handful of "RACER" (Relevant, Accepted, Credible, Easy to monitor and Robust) indicators is usually sufficient.

The first indicator of each activity / type of indicator, highlighted in bold at the beginning of each of the tables below, is mandatory. This means that communicators should use at least this indicator to monitor / measure the outputs, results or impacts of their communication actions.
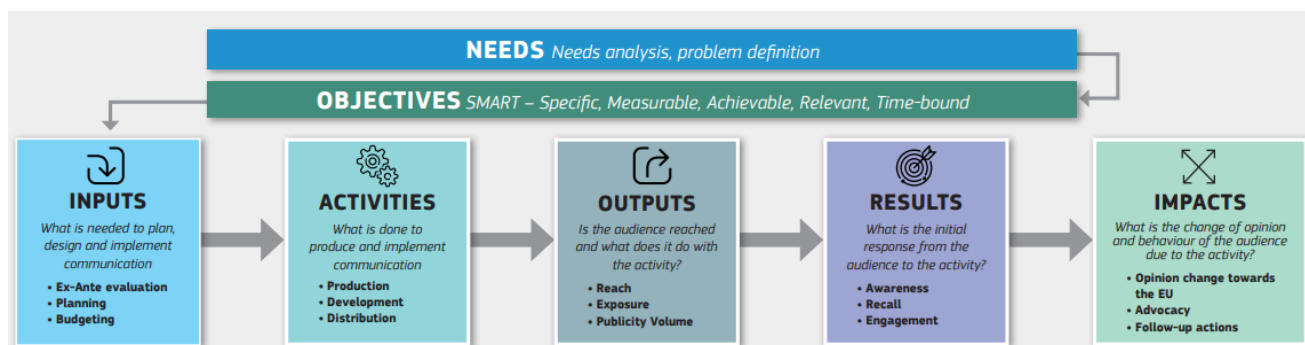
The Communication Evaluation Model

- **Input:** What is needed to plan, design, and implement communication activities/ products and deliverables. With input indicators, we measure the efficiency and effectiveness of the organisational aspects of communication activities.
  - Examples: Planning, budgeting, SMART objective setting.

- **Activity:** What is done to produce and implement communication products and deliverables. With activity indicators, we measure what activities we implement.
  - Examples: Writing posts, designing posters, organising an event, developing a website.

- **Output:** What is done to reach and engage our target audience. With output indicators, we measure what we deliver and how well we reach the target group with the communication action.
  - Examples: Number of impressions on social media, number of participants in an event, number of readers of a publication, audience reach of a campaign.

- **Result:** The immediate effect resulting directly from the communication. These indicators tell us whether the desired specific effect was achieved due to the communication action. With result indicators, we measure the effectiveness of the activities.

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[2] The Community of Practice on Evaluating and Measuring Communication (CoP E&M) was launched on July 2023 and aims to facilitate the development of benchmarks for external communication activities in the EC. Further information can be found in the CoP E&M Teams through this link.

- Examples: audience recall of a campaign, overall usefulness of an event, conversion rates on websites.

- **Impact:** The shift in the target audience's/ society's public opinion, in the economy or in individual behaviour, that the European Commission's communication activities are striving to achieve. With impact indicators, we measure behavioural and social changes and changes in the perception of reputation triggered by the communication actions.

  - Examples: number of people who have a more positive opinion of the EU; an increase in Eurobarometer results on questions like "Trust in the Institutions".

# Further Methodological Guidance and Framework Contract

Monitoring and indicators are part of a larger process of evidence-based decision-making and evaluation. To get the most out of different communication activities, monitoring systems and indicators should be considered from the very start and in parallel to the planning and designing process.

This guide provides additional context and support for applying the "EC Communication Indicators". The Communication Evaluation Resource Centre on DG COMM's Communication Services Portal hosts an extensive catalogue of useful material for evaluating and planning communication activities. These resources aim to help plan, design, and carry out results-focused and evidence-based communication activities.

- For detailed descriptions of the principles of good evaluation as well as of the various methodological tools used, such as surveys, focus groups, etc. please consult the Toolkit for the Evaluation of Communication Activities;

- For a selection of ready-made small-scale evaluation tools, such as feedback forms, visitor surveys and ex-post surveys, please consult the Small-Scale Evaluation Tools.

- Additionally, the evaluation team of the Directorate-General for Communication manages a Framework Contract (FWC) for evaluation of communication activities. This FWC is available to all Commission services and interinstitutional partners.

For any questions regarding evaluation of communication activities in the Commission using the FWC, do not hesitate to contact the evaluation function: COMM-EVALUATION@ec.europa.eu

EVENTS
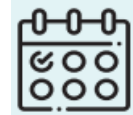
OUTPUTS

Is the audience reached and what does it do with the activity?

When evaluating an event, reach is the key output. However, one should also consider not only how many people attended but also who. If the intended target audience is not attracted by the event, then it may not necessarily be a success. Attendance can be monitored, for example, through a registration before the event or on the spot. Using a short survey can also give valuable insights like whether the attendees are first-time attendees or how they learned about the event.

Number of attendees [physical and online] or number of contacts **• If applicable, percentage of target audience and percentage of first-time attendees**	**Definitions:** 1. **Number of attendees: total number of persons attending the event [physical and online]** 2. **Number of contacts: total number of persons/people registered for, and/or attended the event** 3. **Percentage of target audience: the percentage of attendees part of a specific target audience (journalists, students, SMM representatives, etc.) out of the total number of attendees** 4. **Percentage of first-time attendees: the percentage of persons attending for the first time the event out of the total number of attendees** **Data source: own data; attendance reports generated by the platforms used** **Data collection tool/ method: counting and ratios**
Cost per attendee	Definition: the overall (administrative) cost of the event per attendee (overall cost/ number of attendees) Data source: own data Data collection tool/ method: counting and ratios
Indirect audience reach – media reach of the event	Definition: the reach of all the media channels covering or referring to the event Data source: media monitoring and analysis data (outlets, combined reach); social media analytics Data collection tool/ method: audited circulation and audience analytics/ traditional media and social media tools
Ratio of number of sent out invitations to the number of actual attendees	Definition: the ratio between the total number of sent out invitations [physical and e-invitations] and the number of attendees Data source: own data Data collection tool/ method: counting and ratios
Duration of a participant's attendance of an online event	Definition: the period between joining and leaving the event of the attendees Data source: attendance reports generated by the platforms used Data collection tool/ method: calculation of the average duration of participation

Monitoring overall satisfaction of participants with an event gives an insight into the attendees' perception of the event. Surveys can extract comparable data from a large population when used properly. In addition to indicating the overall satisfaction, surveys can assess whether your communication had its intended effect, be it simply informing attendees or engaging people in follow-up actions.

Overall usefulness of the event for attendees	**Definition: the percentage of attendees declaring the event was useful for them (in terms of information, learning, professional contacts or other) out of the total number of replies received (to this question)**
	Data source: attendees
	Data collection tool/ method: surveys
Percentage of attendees who declared that they would share, speak positively about, or recommend the event	Definition: the percentage of attendees declaring they would share, speak positively about, or recommend the event out of the total numbers of replies received (to this question)
	Data source: attendees
	Data collection tool/ method: surveys
Number of engagements: number of questions asked in the chat and/ or number of participants in online live polls and/ or number of mentions of the event hashtag on social media	Definition: total number of engagements including the number of questions asked in the chat and/ or number of participants in online live polls and/ or number of mentions of the event hashtag on social media
	For EU Citizen's Panels: total number of recommendations and/ or number of submissions on the Citizens' Engagement Platform
	Data source: data generated by the platforms used; social media analytics
	Data collection tool/ method: social media tools; counting
Number of media items mentioning the event and/ or the EU [in relation to the event]	Definition: total number of media items mentioning the event and/ or the EU [in relation to the event]
	Data source: media monitoring and analysis data (including media analysis contracts, if contracted out)
	Data collection tool/ method: media analysis tools
Tone of media coverage of the event	Definition: the general tone (positive, neutral, negative, or mixed sentiment) of media coverage of the event
	Data source: media monitoring and analysis data
	Data collection tool/ method: desk analysis and sentiment analysis tools (see Glossary)

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IMPACTS

What is the change of opinion and behaviour of the audience due to the activity?

The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages. Ideally, impact is measured 3-6 months after the activity, to assess whether the effect has carried beyond the initial point of contact. Accomplishing this requires having an overview of the participants in events and a capacity to reach out to them with surveys.

Percentage of attendees having a more positive opinion of the EU policy or action and/ or of the EU	**Definition: the percentage of attendees declaring to have a more positive opinion of the EU policy or action and/ or of the EU as a result of the event out of the total number of replies received (to this question)**

	Data source: attendees; data generated by the platforms used
	Data collection tool/ method: survey, own counting
Percentage of attendees who took action as a result of the event	Definition: the percentage of attendees declaring to have taken action as a result of the event out of the total number of replies received (to this question)
	For EU Citizen's Panels: the number of EU Citizens' Reports submitted to the College and the other EU Institutions
	Data source: attendees
	Data collection tool/ method: survey
Percentage of attendees who advocated or spoke positively about the event's topic or the EU as a result of the event	Definition: the percentage of attendees declaring advocating or speaking positively about the event's topic or the EU as a result of the event out of the total number of replies received (to this question)
	Data source: attendees
	Data collection tool/ method: survey

Evaluating Events

Methods: Survey, Desk Analysis

An analysis of attendance means assessing the extent to which you reached the target audience. This requires collecting information on the registered participants through, for example, an online registration form. This analysis would usually cover issues such as: whether those reached were the intended target audience; how many people were reached (including social media and other coverage); and whether new audiences were reached (especially important if this was an objective).

Surveys are a standard tool for measuring and evaluating an event. They complement attendance analysis and give information about the background and the overall satisfaction of the participants, their background, or whether they have or intend to engage in follow-up actions.

Some tips for event surveys:

• Keep it short and simple: no more than 10 questions with no more than 2 open-ended questions. Long and complicated surveys discourage replies;

• Ask for information that tells you how efficient and effective the event was. Consider, for example, whether you really need to know the participant's gender or similar information;

• Consider how to gain information that can be used in the planning of future events, or insights that will help your policy colleagues;

• Depending on the goals and available resources, more in-depth interviews with a limited number of individual participants can be conducted. This offers more detailed qualitative data.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Overall, from 1-5 (1 being not useful at all and 5 being very useful) how useful did you find this event?	1 2 3 4 5
How likely is it that you will share the information obtained with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
How likely is it that you will [insert relevant follow-up action]?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
How often have you attended this event before?	[Insert as appropriate]
How did you hear about us?	[Insert channels as appropriate to how you reach out]
After attending [this event], would you say that your opinion about the EU is	Much more positive Slightly more positive The same as before Slightly more negative Much more negative

HEADCOUNT METHODOLOGY

If data such as participant's registration forms or badges is unavailable, the evaluation of the attendance of an event can be estimated through head counting. One observer should be dedicated to counting all the persons entering the event (conference room, booth, etc). If the location is too big to enable one single observer to count all the entrances, several observers can be posted on different counting spots. The observer should use a counting device to facilitate counting of large crowds. Every entry to the location should be registered and reported every 10 minutes on a counting grid. If an observer cannot be present for the total duration of the event, they should count for 10-minute periods on a regular basis (at least 4 per day), and the results can then be extrapolated. It should be noted that a headcount measures visits and not unique visitors, as the same persons can access the event more than once.

Prototype Counting Schedule [name of event]

Date:	Person in Charge:				
Counting Schedule (adapt to Opening Hours)	Access A Adapt according to number of counting spots	Access B	Access C	Access D	
9 h 30 to 9 h 40					9 h 30 to 9 h 40
9 h 40 to 9 h 50					9 h 40 to 9 h 50
9 h 50 to 10 h 00					9 h 50 to 10 h 00
10 h 00 to 10 h 10					10 h 00 to 10 h 10
10 h 10 to 10 h 20					10 h 10 to 10 h 20
10 h 20 to 10 h 30					10 h 20 to 10 h 30
10 h 30 to 10 h 40					10 h 30 to 10 h 40
10 h 40 to 10 h 50					10 h 40 to 10 h 50
10 h 50 to 11 h 00					10 h 50 to 11 h 00
11 h 00 to 11 h 10					11 h 00 to 11 h 10
11 h 10 to 11 h 20					11 h 10 to 11 h 20
11 h 20 to 11 h 30					11 h 20 to 11 h 30
11 h 30 to 11 h 40					11 h 30 to 11 h 40
11 h 40 to 11 h 50					11 h 40 to 11 h 50
11 h 50 to 12 h 00					11 h 50 to 12 h 00

OBSERVATION PROTOCOL

The observation protocol can assist you in systematically observing events, including the types of elements to include so that someone charged with following the protocol could easily record observations of the event. These elements include event logistics (e.g., number of staff, materials given out, scheduling of events, etc.) and the audience (e.g., estimated attendance, profile, etc.) that can be used to compliment other indicators collected.

Prototype Observation Protocol

1. **Logistics and organisation** (observations on how the activity was implemented)

- Timing/ Schedule:
  ☐ On time   ☐ Delayed
  ☐ Appropriate   ☐ Long   ☐ Short

  General comments:…………………………………………………….

- Materials *(observation of materials participants collected and avoided)*
  ………..
- Spatial planning *(observation of signage and location of activities)*
  ………..
- Staff *(observation on the adequacy of the staffing at the event)*
  ………..
    - *Number*………………………………
    - *Attitude*………………………………

2. *Audience (observations about the audience attending)*

- Estimated number (observation of estimated number of participants)
    - *Head count*……………………………………………………………………
    - *Event capacity*……………………………………………………………………

  General *comments*:……………………………………………………………………

- Profile *(observations about the profile of the attendees, gender, age, target group)*
  ………..
- Engagement *(observations about the attitude, types of questions, events of most interest)*
    - *Questions posed*:……………………………………………………………..
    - *Attitude of attendees*:……………………………………………………

  General *comments*:……………………………………………………………..

INTERVIEW

By using an interview guide based on the model below you will be able to get structured oral feedback from participants at events as well as from partners and stakeholders. The guide should be adapted accordingly.

Prototype Interview Guide for Participants

1. **Introduction**

   Presentation of the interviewer/ Presentation of the context and the objectives of the interview

   1) Please present yourself and your day-to-day occupation.

   2) Can you please go over how you participated in the activity? What motivated you to want to participate? How did you find out about the activity?

2. **Overview of communication activities and success factors:**

   3) What would you say were the objectives of the communication activity organised by (insert name)? Would you say they address matters that concern you?

   4) Would you say the activity appealed to you directly? Do you think the design of the activity was the best to answer your needs? What other groups may have been attracted to attend/ participate in the activity?

   5) What would you say were the impacts of the activity on you or other participants (higher knowledge of the EU, willing to learn more about one aspect of the EU, stronger capacity to talk about the EU, etc.)?
   6) Do you think that the activity has targeted the appropriate audience?

   7) Would you say the activity was successful? In what ways?

   8) Did you find the impact of the activity had long-term effects for you?

Other Useful Tools and Tips

Other tools besides surveys can inform the evaluation of events, including focus groups and observation.

Focus Groups - Using a focus group at the planning stage of an event can help better tailor the event to the needs of the target audience.

Observation at the Event – Observation complements surveys by providing qualitative information on participants' behaviour and attitudes – especially on interactions at the event.

Some data collection and analysis tools (focus-groups, large-scale surveys, etc,) might require expert knowledge and are best carried out with the help of an external contractor. For that purpose, please use DG Communication's framework contract for evaluation and impact assessment of communication activities.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

VISITS

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OUTPUTS

Is the audience reached and what does it do with the activity?

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When evaluating visits, the number of visitors is a key output. However, one should consider not only how many people visited but also who. If the intended target audience is not attracted by the place of visit, then it may not necessarily be a success. Visits can be monitored, for example, through a registration before the visit or on the spot. Using a short survey can also give valuable information regarding the perceptions of the visitors about the experience and what they have learnt.

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Number of visitors [physical and online]	Definition: total number of persons visiting [physical and online] Data source: own data (including data provided by different registration systems) Data collection tool/ method: counting
Percentage of visitors of specific target audiences [e.g., journalists, politicians, academics, students]	Definition: the percentage of visitors part of a specific target audience (e.g., journalists, politicians, academics, students) out of the total number of attendees Data source: own data (including data provided by different registration systems) Data collection tool/ method: counting and ratios

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RESULTS

What is the initial response from the audience to the activity?

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Monitoring overall satisfaction gives an insight into visitors' perception of the visit. Surveys can extract comparable data from a large population when used properly. In addition to indicating the overall satisfaction, surveys can also assess whether your communication had its intended effect, be it simply informing visitors or engaging people in follow-up actions.

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</table>

Overall usefulness of the visit	Definition: the percentage of visitors declaring the visit was useful for them (in terms of information, learning, professional contacts or other) out of the total number of replies received (to this question) Data source: visitors Data collection tool/ method: survey
Percentage of visitors who declared that they would recommend the visit	Definition: the percentage of visitors declaring that they would recommend the visit out of the total number of replies received (to this question) Data source: visitors Data collection tool/ method: survey
Percentage/ Number of visits with a multiplier effect [articles published or social media activity [e.g., #ExploretheEU and #ExperienceEurope][3]	Definition: the percentage/ number of visits with a multiplier effect in traditional and/ or social media Data source: visitors Data collection tool/ method: surveys

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[3]Collecting hashtag use or analysing social media activity might not help reconciling the multiplier effect with individual visits. The alternative is to gather the data from visitors themselves, through surveys, if the service asks about it in the post-visit survey for example. It becomes self-declaratory

The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages. Ideally, impact is measured 3-6 months after the activity, to assess whether the effect has carried beyond the initial point of contact. Accomplishing this requires having an overview of the visitors and a capacity to reach out to them through surveys.

Percentage of visitors having a more positive opinion of the visit's topic as a result of the visit	**Definition: the percentage of visitors declaring to have a more positive opinion of the visit's topic as a result of the visit out of the total number of replies received (to this question)** **Data source: visitors** **Data collection tool/ method: survey**
Percentage of visitors who took action as a result of the visit	Definition: the percentage of visitors declaring to have taken action as a result of the visit out of the total number of replies received (to this question) Data source: visitors; web analytics Data collection tool/ method: survey, web tools
Percentage of visitors who advocated or spoke positively about the visit's topic or the EU as a result of the visit	Definition: the percentage of visitors declaring to have advocated or spoken positively about the visit's topic or the EU as a result of the visit out of the total number of replies received (to this question) Data source: visitors Data collection tool/ method: survey
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?' Data source: Eurobarometer data and other public opinion data Data collection tool/ method: survey

Evaluating Visits

Methods: Survey, Desk Analysis

An analysis of visitors' registrations means assessing the extent to which you reached the target audience. This requires collecting information on the registered visitors through, for example, an online registration form. This analysis usually covers issues such as: whether those visiting were the intended target audience; how many people were reached (including social media and other coverage); and whether new audiences were reached (especially important if this was an objective).

Surveys are a standard tool for measuring and evaluating a visit. They complement visitor registration analysis and give information about the background and the overall satisfaction of visitors, their background, or whether they have or intend to engage in follow-up actions.

Some tips for visitor centres surveys:
• Keep it short and simple: no more than 10 questions with no more than 2 open ended questions. Long and complicated surveys discourage replies;
• Ask for information that tells you how efficient and effective the visit was. Consider, for example, whether you really need to know the visitor's gender or similar information;
• Consider how to gain information that can be used in the planning of future visits, or insights that will help your colleagues organising visits;
• Depending on the goals and available resources, more in-depth interviews with a limited number of individual visitors can be conducted. This offers more detailed qualitative data.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Overall, from 1-5 (1 being not useful at all and 5 being very useful) how useful did you find this visit?	1 2 3 4 5
How likely is it that you will share the information obtained with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
How likely is it that you will [insert relevant follow-up action]?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
How did you hear about us?	[Insert channels as appropriate to how you reach out]
After this visit, would you say that your opinion about the EU is	Much more positive Slightly more positive The same as before Slightly more negative Much more negative

Other Useful Tools and Tips

Other tools besides surveys can inform the evaluation of visits, including observation.

Observation at the Visit – Observation complements surveys by providing qualitative information on visitors' behaviour and attitudes – especially on interactions at the venue. Also check the prototype observation protocol for events.

Some data collection and analysis tools (on the spot observation, large–scale surveys, etc,) might require expert knowledge and are best carried out with the help of an external contractor. For that purpose, please use DG Communication's framework contract for evaluation and impact assessment of communication activities.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

PUBLICATIONS

OUTPUTS *Is the audience reached and what does it do with the activity?*	For all publications, measurement of reach / indicative reach are important. This considers the number of downloads and the number of publications disseminated on request. Ideally, we want to also monitor who we are reaching (audience analysis), and this requires employing various methods to monitor who uses the publication. Output can also indicate completion of publication goals relating to accessibility and language coverage.

Number of readers/ listeners of the publication [number of print orders/ downloads] • **If applicable: website indicators like views, bounce rate, average time spent on by readers / listeners of a publication**	**Definition: number of readers/ listeners of the publication** **For website indicators, please check the "Websites" section below** **Data source: web analytics, OP orders; OP EU Publications Analytics, OP Publication Performance Measurement[4]** **Data collection tool/ method: web analytics tools, OP EU Publications Analytics tool(s), OP Publication Performance Measurement tool(s), counting**
Percentage/ Number of publications produced in more than one linguistic version [or in all EU languages]	Definition: the percentage/ number of publications produced in more than one linguistic version [or in all EU languages] out of the total number of publications Data source: OP EU Publications Analytics, own data Data collection tool/ method: OP EU Publications Analytics tool(s), OP Publication Performance Measurement tool(s), counting and/ or ratios
Percentage/ Number of accessible publications	Definition: the percentage/ number of accessible publications produced for people with visual impairment out of the total number of publications Data source: own counting and calculations Data collection tool/ method: counting and/or ratios

RESULTS *What is the initial response from the audience to the activity?*	Monitoring overall satisfaction gives an insight into the perceptions of users on whether the publications are broadly "hitting the mark". This is done through surveys by extracting comparable data from a large population. In addition to overall satisfaction, a survey can assess whether your communication had its intended effect, be it simply informing users or engaging people in follow-up actions.

Overall usefulness of the publication for readers/ listeners	**Definition: the percentage of readers/ listeners declaring the publication was useful for them (in terms of information, learning or other) out of the total number of replies received (to this question)** **Data source: readers/ listeners** **Data collection tool/ method: surveys**
References and mentions in external sources including media and social	Definition: the total number of references and mentions in external sources

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[4] To complement the indicator, OP analytics techniques can help define the visitors landscape and visitors behavior when consulting the publications (audience analysis).

media	including media and social media
	Data source: media monitoring data; social media analytics
	Data collection tool/ method: media and social media tools
Percentage/ Number of readers/ listeners who shared the link of the publication with other people	Definition: the percentage/ the number of readers/ listeners who shared the link of the publication with other people
	Data source: social media analytics/ web analytics
	Data collection tool/ method: social media tools and web tools
Percentage/ Number of readers/ listeners who thought that the publication was clear and easy to understand	Definition: the percentage/ the number of readers/ listeners declaring they found that the publication is clear and easy to understand out of the total number of replies received (to this question)
	Data source: readers/ listeners
	Data collection tool/ method: surveys

IMPACTS
What is the change of opinion and behaviour of the audience due to the activity?

The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, impact is measured 3-6 months after the communication, to assess whether the effect has carried beyond the initial point of contact. Accomplishing this requires a capacity to identify and reach out the users of publications through surveys.

Percentage of readers/ listeners having a more positive opinion of the publication's topic as a result of the publication	**Definition: the percentage of readers/ listeners declaring to have a more positive opinion of the publication's topic as a result of the publication out of the total number of replies received (to this question)**
	Data source: readers/ listeners
	Data collection tool/ method: survey
Percentage of readers/ listeners who took action as a result of the publication	Definition: the percentage of readers/ listeners declaring to have taken action as a result of the publication out of the total number of replies received (to this question)
	Data source: readers/ listeners
	Data collection tool/ method: survey
Percentage of readers/ listeners who advocated or spoke positively about the publication's topic or the EU as a result of the publication	Definition: the percentage/ number of readers/ listeners declaring to have advocated or spoken positively about the publication's topic or the EU as a result of the publication out of the total number of replies received (to this question)
	Data source: readers/ listeners
	Data collection tool/ method: survey
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?'
	Data source: Eurobarometer data and other public opinion data
	Data collection tool/ method: survey

Evaluating Publications

Methods: Survey, Web Analytics, Desk Analysis

Depending on where a publication is disseminated, monitoring data is available from the EC bookshop as well as through using the EC web analytics tool in cooperation with the Publications Office.

Monitoring and evaluation provides data on the relevance, usefulness, and impact that a publication has on the knowledge and behaviour of its readers. An ex-post evaluation may also aim at improving the future publications in order to reach the target audience better.

The methodological tools for an ex-post analysis will depend on the specific case but most commonly they will include a survey. Such a survey can examine how useful the readers find the publication, whether they took any specific action as a result of reading the publication, etc.

Measuring effect is often difficult, as publications are generally not distributed to known users. Different options are nevertheless available:
- Include a survey on the website where the publication is available – but consider if the visitors of the webpage will have read the publication;
- Send a survey to those who have ordered the publication via the EU Bookshop;
- Survey a group of participants of an event in which the publication was disseminated;
- Organise a focus group (representative of the target audience) of people who have reviewed the publication.

If a contractor designs the survey, make sure that the contractor has a very good understanding of what you want to know, what your publication intends to achieve or what you would like your publication(s) to achieve in the future.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Overall, from 1-5 (1 being not useful at all and 5 being very useful) how useful did you find this publication?	1 2 3 4 5
How likely is it that you will share [name of publication] with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
How clear and easy to understand was this publication?	Very clear and easy Clear and easy Neither clear and easy nor not clear and easy Not very clear and easy Not clear and easy at all

Other Useful Tools and Tips

In addition to evaluating your publication ex-post, other tools in the preparatory phase can be used to maximise the potential impact of the publication:

Online Consultation – if possible, use appropriate multipliers/ channels for different target groups;

Focus Group Consultation – invite a selection of people who represent your target group to get as much information as possible to succeed with your publication;

Expert Workshop – invite experts in the area to comment on the needs of a specific group.

At the end of the consultation, you should have an overview of your target audience, how to reach them, and how to monitor and assess the success of the publication.

Some data collection and analysis tools (focus-groups, large-scale surveys, etc,) might require expert knowledge and are best carried out with the help of an external contractor, e.g,, the expert workshop or online consultation, etc. For that purpose, please use DG Communication's framework contract for evaluation and impact assessment of communication activities.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

MEDIA RELATIONS

<table>
<tr><td>OUTPUTS
<i>What we deliver that reaches and engages the target audience</i></td><td>Evaluating media relations might be a challenging exercise given the constant change in the political communication context and the responses/ reactions needed. Nevertheless, indicators such as the number of press releases on different topics, the average amount of time spent by different users on webpages where the Commission publishes its press releases or journalists having attended dedicated events might help us getting an overall image of how we do.</td></tr>
</table>

Number of online views of media releases [EC website and/ or third-party platforms if data is available]	**Definition: number of online views of media releases** **Data source: web analytics** **Data collection tool/ method: web analytics tools**
Time spent on the webpage	Definition: average amount of time users spent viewing the specific page or set of pages where the media release is published Data source: web analytics Data collection tool/ method: web analytics tools
Number of journalists in media events organised by the EC [physical, online and hybrid] • Percentage of Member States coverage	Definition: number of journalists attending media events organised by the EC [physical, online and hybrid] Data source: own counting and calculations; for online events: attending reports generated by the platform used Data collection tool/ method: counting and calculations

<table>
<tr><td>RESULTS
<i>What the target audience takes out of the communication. Their initial response and sustainable effects</i></td><td>Measuring the results of media relation activities implies looking more in depth at the media coverage of different media items alongside the number of pickups in social media and an analysis of the general tone of the items published. This will give us a more qualitative perspective on how we are doing and if the recipients of our communication find it useful, and insightful, and if it engages different target groups in follow-up actions.</td></tr>
</table>

Percentage of media items published in tier(s) 1-6 in a sample of EC-related media coverage[5]	**Definition: percentage of media items published in different media channels classified in terms of impact and influence (see Glossary)** **Data source: media monitoring data[6]** **Data collection tool/ method: media monitoring tools** **Contact: COMM-A3@ec.europa.eu**
Number of media items mentioning a Member of the College or a specific initiative in the analysed	Definition: total number of media items mentioning a Member of the College or a specific initiative in the sample of EC-related articles

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5 Tier 1: Mass media with very large circulation or very high number of views; Tier 2: Media with large circulation (but less than mass media) and influence; Tier 3: Regional media with large circulation/ influence; Tier 4: Niche media (including local media with limited circulation); Tier 5: International media; Tier 6: Specialised media

6 Not yet available for DGs – there is a plan to develop a basic interface for the already existing monitoring tool

sample of EC-related articles	Data source: media monitoring data (if automatic)[7]; media analysis contract(s)
	Data collection tool/ method: media monitoring tools/ media analysis contract(s)
	Contact: COMM-A3@ec.europa.eu
Tone of publications sentiment analysis [percentage positive, negative, neutral and mix]	Definition: the general tone (positive, neutral, negative, or mixed sentiment) of media coverage of the publications/ items published
	Data source: media monitoring/ analysis data (including media analysis contracts)
	Data collection tool/ method: sentiment analysis tools (see Glossary)[8]
	Contact: COMM-A3@ec.europa.eu
Percentage of press release content taken up by the media	Definition: the percentage of press release content taken up by the media out of the total number of press release contents
	Data source: media monitoring/ analysis data (including media analysis contracts)
	Data collection tool/ method: media analysis tools
	Contact: COMM-A3@ec.europa.eu
Number of pickups in social media of media items published by the Commission	Definition: total number of all relevant social media pickups of the media items published by the Commission, consisting of exact match postings from the online and social media monitored, or tweets about the items published
	Data source: social media analytics; media monitoring/ analysis data
	Data collection tool/ method: social media and media analytics tools

⊠
IMPACTS
Behavioural and/ or cultural shifts in population directly or partly caused by the communication

The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, impact is measured 3-6 months after the communication, to assess whether the effect has carried beyond the initial point of contact. Accomplishing this requires a capacity to identify and reach out to users of publications through surveys.

Percentage of citizens having a more positive opinion on a specific topic as a result of the media activities	**Definition: the percentage of citizens declaring to have a more positive opinion on a specific topic as a result of the media activities out of the total number of replies received (to this question)**
	Data source: citizens
	Data collection tool/ method: survey
Percentage of citizens having a more positive opinion of the EU as a result of the media activities	Definition: the percentage of citizens having a more positive opinion of the EU as a result of the media activities out of the total number of replies received (to this question)
	Data source: citizens
	Data collection tool/ method: survey
Percentage of citizens having the perception that they are well informed about the political	Definition: the percentage of citizens declaring they are better/ well informed about the political priorities of the EU as a result of the [media activity] out

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[7] Automatic statistics work better for clearly defined categories (e.g., Members of the College); for topics that are complex to define, manual coding should be ordered via contracts
[8] We recommend not to use automatic sentiment analysis; not only the margin of error is still too high to make the results valid, but the results would not be explained which would make the indicator pointless

priorities of the EU	of the total number of replies received (to this question)
	Data source: citizens; Eurobarometer data
	Data collection tool/ method: survey

Evaluating Media Relations

Methods: Survey, Web analytics tools, media monitoring tools

An analysis of media relations means assessing the extent to which you reached the target audiences, in some cases very specific ones, such as journalists. This requires collecting information on the media items published, when and where they were published, and what changes they triggered. This analysis would usually address questions such as: Was the content of the media releases taken up by the media; what level of engagement the publications produced; what was the general tone around them; how much did the perception of citizens/ specific target audiences change as a result of specific media activities.

Surveys are a standard tool for measuring and evaluating citizens'/ different target groups' perception of the performance of different communication activities, including media relation activities. They complement the number of online views of media releases or the time spent on the webpage and give more information on the content and to which extent it is regarded as useful by citizens or by more specific audiences such as journalists.

Some tips for the surveys:
- Keep it short and simple: no more than 5 questions with no more than 2 open ended questions. Long and complicated surveys discourage replies;
- Ask for information that tells you how efficient and effective the media item was and what could be changed to improve;
- Depending on the goals and available resources, more in-depth interviews with a limited number of journalists, for example, can be conducted. This offers more detailed qualitative data.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
After reading/ learning about this [specific topic] in [the media item] would you say that your opinion about the EU is	Much more positive Slightly more positive The same as before Slightly more negative Much more negative
After reading/ consulting [the media activities] would you say that your opinion about the EU is	Much more positive Slightly more positive The same as before Slightly more negative Much more negative
After reading/ consulting [the media items], would you say you are better/ well informed about the political priorities of the EU?	Yes No I don't know

Other Useful Tools and Tips

Besides media monitoring as a main tool to measure the output and results of the media activity, there are other evaluative techniques which are important in monitoring the media. These will include gauging the reaction of the European Commission to the subsequent media activity and also interviews with the press to ensure that the way in

which the information is provided is effective and relevant to their needs.

The main steps to evaluate media activity include[9]:

- ✓ Understanding the key messages to be evaluated
- ✓ Setting the overall evaluation questions
- ✓ Setting the time frame for the media monitoring
- ✓ Setting the parameters for the target audience selection
- ✓ Indicators: Setting the requirements for the quantitative analysis
- ✓ Indicators: Setting the requirements for the qualitative analysis
- ✓ Analysis of the data

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

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[9] For more details regarding each step, please check the Toolkit for the evaluation of communication activities

VIDEOS/ PHOTOS/ PODCASTS

Though measuring the output of a video or photo is relatively straightforward – using views as the main metric – there are some caveats. Most notably, embedded videos that start playing as a visitor opens a page or videos only played for a very short amount of time before exited, should be treated with caution when measuring output.

Number of views/ listens, embeds and impressions	**Definition: total number of views, listens, embeds, and impressions of a video, photo and/ or podcast** **Data source: AV Portal, web analytics, social media analytics** **Data collection tool/ method: web and social media analytics tools, global counting**
Completion rate for videos/ Average consumption for podcasts	Definitions: 1. *Completion rate for videos*: percentage of times the video played to the end. Formula: Completion rate = Video completes/ Video starts 2. *Average consumption for podcasts*: the extent to which the podcast was listened to on average expressed in percentage Data source: AV Portal, web analytics, social media analytics; analytics provided by the platform used Data collection tool/ method: web and social media analytics tools, global counting
Number of unique visitors to the AV portal	Definition: estimated count of unique individuals/ individual instances accessing the AV portal, identified by their session IP Data source: web analytics Data collection tool/ method: web analytics tools
Number of videos' unique viewers/ podcasts' [engaged] listeners	Definition: 1. *Number of video's unique viewers*: estimated number of individuals/ individual instances who watched the video 2. *Podcast's [engaged] listeners*: total number of individuals who listened to/ individual instances of listening to a portion of the podcast[10] Data source: AV Portal, web analytics; analytics provided by the platform used Data collection tool/ method: AV Portal and web analytics tools
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	Definition: total number, names and countries of TV channels using EbS material and videos, and number of minutes of EbS material and videos on TV channels Data source: Teletrax – out of the TV panel of 220 channels

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[10] Spotify: at least 60 seconds of an episode
Apple podcast: at least 40% or 20 minutes of an episode
This data is not available on Google podcast

	Data collection tool/ method: Teletrax calculations
For AV products [*video/ photo/ podcast*] produced by third parties [*TV interviews, Euronews programmes,…*], number of viewers to be obtained from the relevant channels	**Definition:** total number of individuals who viewed/ individual instances of viewing the AV products [video/ photo/ podcast] produced by third parties **Data source:** web analytics; analytics provided by the relevant channels **Data collection tool/ method:** web analytics tools and audience data

RESULTS *What the target audience takes out of the communication. Their initial response and sustainable effects*	Surveys are often used to measure the "results" of a video or photo to understand whether viewers find the material useful, informative or whether they achieve the goals. Depending on the objectives, one might evaluate the user experiences of the platform used to access the material. The long-term lifecycle of a video can also provide useful insights to its relevance and engagement potential.

Number of engagements [shares, likes, clickthroughs, print button pushed, comments]	**Definition: total number of interactions with a video/ photo/ podcast, including shares, likes, or comments, etc.** **Data source: AV portal, web analytics; social media analytics analytics provided by the platform used** **Data collection tool/method: AV portal, web analytics and social media analytics tools**
Overall usefulness of the AV product [video/photo/podcast] for the users	Definition: the percentage of users declaring the AV product was useful for them (in terms of information, learning or other) out of the total number of replies received (to this question) Data source: users of AV products Data collection tool/ method: surveys
Overall usefulness of the AV Portal for the users	Definition: the percentage of users declaring the AV Portal was useful for them (in terms of finding information or other) out of the total number of replies received (to this question) Data source: users of AV Portal Data collection tool/ method: surveys

IMPACTS *Behavioural and/ or cultural shifts in population directly or partly caused by the communication*	The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, we measure impact 3-6 months after the communication to assess whether the effect has carried beyond the initial point of contact. In the case of videos, surveys can help us answer such questions. However, we need to be conscious that in order to be able to contact relevant viewers we need to collect the relevant information beforehand.

Percentage of users having a more positive opinion of the video's/ podcast's topic as a result of the AV product	**Definition: the percentage of users declaring having a more positive opinion of the video's/ podcast's topic as a result of the AV product out of the total number of replies received (to this question)** **Data source: users** **Data collection tool/ method: survey**
Percentage of users who took action as a result of the AV product	Definition: the percentage of users declaring to have taken action as a result of the AV product out of the total number of replies received (to this question)

	Data source: users
	Data collection tool/ method: survey
Percentage of users who advocated or spoke positively about the video's/ podcast's topic or the EU	Definition: the percentage of users declaring to have advocated or spoken positively about the video's/ podcast's topic out of the total number of replies received (to this question)
	Data source: users
	Data collection tool/ method: survey
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?'
	Data source: Eurobarometer data and other public opinion data
	Data collection tool/ method: survey

Evaluating Videos, Photos, Podcasts

Methods: Website Analytics, Social Media Metrics, Survey, Desk Analysis

The approach to evaluating a video or a photo depends largely on the platform and the evaluation questions. For online videos uploaded to sites, such as YouTube, the platforms offer analytics tools similar to other social media platforms. These can be used to measure how many people are watching the videos, for how long and whether they take certain follow-up actions (such as subscribing to a channel).

For material uploaded to the Commission Audiovisual Portal, there are website analytics that can help to extract relevant metrics for the specific content evaluated. This is done similarly to website evaluation and can often be done as part of a wider analysis focussing on a platform rather than a single video or a photo.

However, when extracting subjective user experiences, analytics and metrics will not suffice. To find out whether the material had the intended effect (informing the viewer about a specific policy, a call to action, etc.) or to monitor opinion change, one needs to ask the users directly. This can be done through a survey, collecting relevant information from users and making the answers comparable. An online survey may gather information such as:

- What is the background of the people viewing your content?
- What brought them to your content?
- Did they find it informative and/or useful?
- Have they shared it with other people?

Depending on the set goals, these insights can prove very valuable when planning the future audiovisual content.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Overall, from 1-5 (1 being not useful at all and 5 being very useful) how useful did you find this [video/ photo]?	1 2 3 4 5
How likely is it that you will share this information with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
How likely is it that you will [insert relevant follow-up action]?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
After [seeing this video] you would say that your opinion about the EU is	Much more positive Slightly more positive No difference Slightly more negative Much more negative

Other Useful Tools and Tips

In addition to surveys, there are other tools that can be used to evaluate audiovisual content.

Focus Groups – A focus group can help you:

- Informing about the needs and expectations of the target audience. A well-compiled focus group can refine and adjust the content to suit the target audience better;

- Giving feedback on existing content: what are the strong points, is the message clear, what could be improved, etc. Focus groups can give in-depth qualitative feedback to make the best of the current material.

Some data collection and analysis tools (social media analysis, (e-)focus groups, large-scale surveys, etc,) might require expert knowledge and are best carried out with the help of an external contractor. For that purpose, please use DG Communication's framework contract for evaluation and impact assessment of communication activities.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

WEBSITES

⎘ **OUTPUTS** *What we deliver that reaches and engages the target audience*	For the evaluation of websites, website analytics are often used to directly monitor the volume of usage. However, one must be careful in distinguishing between number of visits and page views as they give different insights into how the website is being used. A good monitoring arrangement will also be conscious of the rapidly evolving nature of web technology and will adjust its methods accordingly.

Number of visits	**Definition: The total number of individual instances of users accessing a website. Each new visit[11] is counted, regardless of whether it is by a new or returning user. This means the same user can visit multiple times (mobile phone, laptop) and will thus be counted several times** **Data source: web analytics applications (including the corporate Europa Analytics)** **Data collection tool/ method: Europa Analytics tool or other analytics tools**
Bounce rate	Definition: The percentage of visitors who navigate away from a website after viewing only one page, without engaging further or interacting with other pages on the site Data source: web analytics applications (including the corporate Europa Analytics) Data collection tool/ method: Europa Analytics tool or other analytics tools
Number of page views	Definition: The total number of pages that have been viewed by visitors on a website, including repeated views of the same page. A page view happens whenever the user loads the website in their web browser[12] Data source: web analytics applications (including the corporate Europa Analytics) Data collection tool/ method: Europa Analytics tool or other analytics tools
Average time of visit	Definition: The average duration that visitors spend on a website during a single session. It provides some insight into user engagement and the effectiveness of content in retaining their attention[13] Data source: web analytics applications (including the corporate Europa Analytics) Data collection tool/ method: Europa Analytics tool or other analytics tools

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[11] A visit happens whenever someone reaches the website from an external source, outside of the website's domain
[12] To have a better understanding of what content is more problematic or successful, this indicator should be coupled with "Average time of visit" and, for a more qualitative insight, "Scroll behavior" (see below)
[13] An average can be misleading without segmenting this result (by page, to understand what type of content is more attractive)

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RESULTS
What the target audience takes out of the communication. Their initial response and sustainable effects

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Once a user has reached the website, we monitor how they use it, whether it is simply viewing certain information or the completion of a goal, such as registration to a programme. Europa Analytics remains a powerful and useful tool at this stage, but certain aspects of the user experience can only be measured by asking the user directly. The most appropriate indicators will always be dependent on the exact nature of the website and the goals you set for it.

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Conversion rate: downloads, registrations, completed forms, etc.	**Definition: The percentage of website visitors who take a specific desired action, such as downloading a file, registering for an account, or completing a form. It measures the effectiveness of the website in achieving its intended goals** **Data source: web analytics applications (including the corporate Europa Analytics)** **Data collection tool/ method: Europa Analytics tool or other analytics tools**
Overall usefulness of the site and/ or page	Definition: the percentage of visitors declaring the website or specific page was useful for them fulfilling its intended purpose, providing valuable content, and meeting their needs out of the total number of replies received (to this question) Data source: visitors/ web analytics applications (including the corporate Europa Analytics) Data collection tool/ method: survey and feedback analysis/ 'pop-up' survey function of Europa Analytics tool or other analytics tools; usability test
Source of traffic (assessing whether it is stemming from our communication activities, or not)	Definition: the percentage of website traffic originating from specific communication activities or other sources Data source: web analytics applications (including the corporate Europa Analytics) Data collection tool/ method: this indicator is calculated automatically, and the data can be collected directly in the Europa Analytics tool or other analytics tools
Scroll behaviour: how far visitors read/ scroll down on pages	Definition: The percentage of a webpage visitors typically view by scrolling Data source: web analytics applications (in the future the corporate Europa Analytics tools as well) Data collection tool/ method: web analytics tools

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IMPACTS
Behavioural and/ or cultural shifts in population directly or partly caused by the communication

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The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, we measure impact 3-6 months after the communication to assess whether the effect has carried beyond the initial point of contact. In the case of websites, we use surveys as well as monitoring some of the follow-up actions taken on the platform, such as sharing the content on social media.

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Percentage of visitors having a more positive opinion of the site's topic as a result of the web visit	**Definition: the percentage of visitors declaring to have a more positive opinion of the site's topic as a result of the web visit out of the total number of replies received (to this question)** **Data source: visitors**

	Data collection tool/ method: survey; feedback field on page (can be also on social media)[14]
Percentage of visitors who took action as a result of the web visit	Definition: the percentage of visitors declaring to have taken action as a result of the web visit out of the total number of replies received (to this question) Data source: visitors; web analytics applications Data collection tool/ method: survey; web analytics tools – segmenting analytics data for visitor loyalty and visitor recency[15]
Percentage of visitors who advocated or spoke positively about the site's topic or the EU as a result of the web visit	Definition: the percentage of visitors declaring to have advocated or spoken positively about the site's topic or the EU as a result of the web visit out of the total number of replies received (to this question) Data source: visitors Data collection tool/ method: survey
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?' Data source: Eurobarometer data and other public opinion data Data collection tool/ method: survey

Evaluating Websites

Methods: Web Analytics, Survey

Many different metrics are available from the website analytics package to evaluate a website. The Europa Analytics tool provides a set of reports to deliver exactly the metrics that are most commonly needed. The choice of metrics should be based on the purposes of the website and the selected indicators. A detailed explanation of the Europa Analytics tool and information on trainings can be found in the Europa Analytics Documentation page[16]. The COMM EUROPA MANAGEMENT team[17] can provide you additional technical support and further advice.

In addition to website analytics, one can also use a survey to gather feedback on the content of the website. Through an online survey a wide array information can be collected. This includes:

- Background/ the composition of your users;
- Visitors' satisfaction with the content;
- Reasons for visiting your website/ purpose;
- Ease of use.

An online survey should be short and generally involve closed questions. It should take into consideration the size and type of website. A more technical website may need more in–depth questions relating to the content and use, a more general website may be related to topics of more general interest.

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[14] These two channels work together, so we have to link them also when we talk about reporting/measuring the activities
[15] If we consider that visitors returning to the website to regularly consume our content is a valid action
[16] Europa Analytics Documentation – Europa Analytics Wiki – EC Extranet Wiki
[17] europamanagement@ec.europa.eu

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Overall, from 1-5 (1 being not useful at all and 5 being very useful) how useful did you find this visit?	1 2 3 4 5
How likely is it that you will share the information obtained with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
After this visit, would you say that your opinion about the EU is	Much more positive Slightly more positive The same as before Slightly more negative Much more negative

Other Useful Tools and Tips

Website analytics and online surveys are the most common tools for website evaluation.

Website analytics is easy to use and you can set it up as to receive regular monitoring reports. Surveys among users should only be undertaken very occasionally.

Website analytics deliver quantitative data for the performance such as number of visits and page views. Online surveys deliver information aspects such as visitors' satisfaction, missing content, and ease of use. An invitation to participation in an online survey can be displayed to the visitor when landing on the front page.

Before you launch a website, the most important thing to define in context of analytics is what you want your users to do when they visit your site — the goals. Design, content, and information architecture should all point towards these goals. Examples of goals are: viewing a specific page containing key information to complete a user task; sign-up to a newsletter; download of a PDF; submitting a web form; commenting to a blog post; submitting an application etc.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

SOCIAL MEDIA

When measuring social media activity, we often measure basic metrics such as impressions and followers to get an overview of the overall outreach and activity. However, these standard indicators form the foundation of deeper insights into your digital communications' effectiveness. You should always aim to make the most of your data.

Number of impressions per post [compared to the page's average of past posts] [For Instagram Stories: impressions are views]	**Definition: number of times a social media post has been displayed to users** **Data source: social media analytics** **Data collection tool/ method: social media platforms/ social media analytics tools (e.g. Emplifi, Talkwalker)**
Number of video views on social media channels	Definition: number of times videos have been watched on social media channels Data source: social media analytics Data collection tool/ method: social media platforms/ social media analytics tools (e.g. Emplifi, Talkwalker)
Number of hashtag or topic mentions on social media	Definition: number of times hashtags or topics have been mentioned across social media platforms Data source: social media analytics Data collection tool/ method: social media platforms/ social media analytics tools (e.g. Emplifi, Talkwalker)
Followers' growth rate	Definition: the percentage by which social media followers are increasing over a specific period Data source: social media analytics Data collection tool/ method: social media platforms/ social media analytics tools (e.g. Emplifi, Talkwalker)
CPM [cost per mille/ thousand]	Definition: the cost incurred for every 1.000 impressions of an ad or promoted content on social media. It helps to assess the efficiency of your advertising in terms of reach and impressions Data source: social media analytics/ own financial data Data collection tool/ method: social media platforms/ social media analytics tools; counting and calculations

Beyond the initial reach of an audience member, we start to see results when users interact with us on social media. This can be through commenting, sharing, mentioning a relevant hashtag and so on. Who engages with us on social media and how as well as other relevant data give an insight to the real implications of reach figures. Similar to outputs, results indicators help to optimise the content strategy and to tailor it better to your audience.

Number of engagements per post and total [shares, likes, comments] **[For Instagram Stories: completion rate]**	**Definition: The total number of interactions with a social media post, including shares, likes, and comments** **Completion rate for Instagram Stories: the percentage of viewers who watched an entire Instagram Story from start to finish** **Data source: social media analytics** **Data collection tool/ method: social media platforms/ social media analytics tools (e.g. Emplifi, Talkwalker)**
Engagement rate [engagements per impressions]	Definition: The ratio of total engagements (likes, shares, comments, etc.) to the total number of impressions a post receives Data source: social media analytics Data collection tool/ method: social media platforms/ social media analytics tools (e.g. Emplifi, Talkwalker)
Cost per result [depending on objective – cost per click, cost per engagement, etc.]	Definition: The cost incurred for each specific desired action, such as clicks, engagements, or conversions, based on the chosen campaign objective Data source: social media analytics/ own financial data Data collection tool/ method: social media analytics tools/ own calculations
Tone of comments/ qualitative sentiment analysis	Definition: the general tone (positive, neutral, negative, or mixed sentiment) of comments in social media Data source: social media analytics Data collection tool/ method: desk analysis and sentiment analysis tools (see Glossary)
Traffic to website [conversions from social media]	Definition: The percentage of visitors who arrive at the website through links shared on social media platforms Data source: social media analytics/ web analytics (including the corporate Europa Analytics) Data collection tool/ method: this indicator is calculated automatically, and the data can be collected directly in the Europa Analytics tool and other social media analytics tools

IMPACTS
Behavioural and/ or cultural shifts in population directly or partly caused by the communication

The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, impact is measured 3-6 months after the communication, to assess whether the effect has carried beyond the initial point of contact. In the case of large campaigns where social media is a key tool of communication, we can use surveys to assess whether social media activity has had an impact.

Percentage of audience reached having a more positive opinion of the post's topic as a result of engaging with the EC or its content on social media	**Definition: the percentage of audience reached declaring to have a more positive opinion of the post's topic as a result of engaging with the EC or its content on social media out of the total number of replies received (to this question)** **Data source: target audience** **Data collection tool/ method: survey/ built-in surveys on social media platforms**
Percentage of audience reached who took action as a result of engaging with EC social media content	Definition: the percentage of audience reached declaring to have taken action as a result of engaging with EC social media content out of the total number of replies received (to this question) Data source: target audience Data collection tool/ method: survey/ built-in surveys in social media platforms
Percentage of audience reached who advocated or spoke positively about the post's topic or the EU as a result of engaging with EC social media content	Definition: the percentage of audience reached declaring to have advocated or spoken positively about the post's topic or the EU as a result of engaging with EC social media content out of the total number of replies received (to this question) Data source: target audience Data collection tool/ method: survey/ built-in surveys in social media platforms
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?' Data source: Eurobarometer data and other public opinion data Data collection tool/ method: survey

Evaluating Social Media

Methods: Social Media Metrics, Surveys

The tools for measuring activities on social media are either built into the social media platforms or provided by a third-party monitoring tool. Often, we collect basic metrics such as shares and likes which are particularly useful when combined with other data to extract most relevant performance metrics. The European Commission social media team[18] can support you in retrieving relevant data from Commission social media entities and provide methodological guidance on how to best utilise the data. An overview of the social media monitoring tools currently in use by DG COMM can be found in the Social Media Wiki page, as well as the guides and direct support contacts for each tool[19].

The sources of data constantly evolve and provide different or better methods to measure what matters, also new platforms or tools might emerge anytime. It is essential to have a thorough understanding of what these tools measure and to what extent the data is comparable over time or across different platforms. Occasionally, the right

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[18] COMM-SOCIAL-MEDIA-TEAM@ec.europa.eu
[19] https://webgate.ec.europa.eu/fpfis/wikis/display/SMGG/Monitoring+Tools

data is available but presented in the wrong or insufficient format, which requires downloading and post-processing of the data to extract the insights relevant to you.

When using the corporate monitoring tool, you get the benefit of more advanced data analysis such as influencer identification, trends, and pattern recognition, which can be tailored more specifically to a campaign's measurement needs. This can be instrumental to understanding the real impact of social media activity. Furthermore, if you reach users with a high influence and they engage with the activity, they spread the message to many more people.

External consultants might work with different social media monitoring tools that calculate metrics with the same name in different ways. It is thus important to ensure comparability of metrics across different tools.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Did you follow [insert relevant social media channel here] before the campaign?	Yes No
After [following the social media account/ seeing this post/etc] would you say that your opinion about the EU is	Much more positive Slightly more positive No difference Slightly more negative Much more negative

Other Useful Tools and Tips

When running a campaign with a social media platform as one of the principal communication tool, it is important to consider taking a more in-depth approach to analysing how the campaign impacts your overall social media presence and vice-versa. It is often valuable to take baseline measures before, during and after the campaign.

Measuring can be done on a channel level (example: a Facebook page) and on an item level (example: a Facebook post).

When designing the activities, one should compare them to similar initiatives to avoid a duplication of efforts and to instead maximise utilising existing data. The following questions should be asked:

- Is there a previous campaign relevant data can be drawn from?
- Is there another organisation account which contains relevant data we can use?

Measurement should be performed:

- Before the campaign to define a baseline, for example, by using an existing platform or profile on social media rather than creating a new one;
- At intervals during the campaign (for example once a week) to evaluate progress continuously and decide if actions are needed (for example additional ad exposure);
- After the campaign to make a concluding evaluation.

Some data collection and analysis tools (social media analysis, data mining, text mining, etc,) might require expert knowledge and are best carried out with the help of an external contractor. For this purpose, please use DG Communication's framework contract for evaluation and impact assessment of communication activities.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

INFLUENCERS/THIRD PARTY ENDORSEMENT

OUTPUTS *What we deliver that reaches and engages the target audience*	When measuring the impact of influencers and third-party endorsements, we often start by evaluating fundamental metrics, like reach, to gain an initial understanding of the influencer's performance. These foundational metrics serve as the building blocks for deeper insights into the effectiveness of your partnerships, especially if it is paid.

[Estimated] Reach, per post and total	**Definition: The estimated[20] number of individuals who have been exposed to an influencer's post. Summing up the reach across multiple posts gives the total reach achieved** **Data source: influencers' social media analytics[21]** **Data collection tool/ method: social media analytics tools**
Video views, per post and total	Definition: number of times videos shared by influencers and/ or original content produced by influencers and shared by EC channels have been watched by viewers. The sum of video views for all posts provides an overview of the total video views Data source: (influencers' and own) social media analytics Data collection tool/ method: social media analytics tools
CPM [cost per thousand impressions served]	Definition: The cost incurred for every 1.000 times an influencer's content is displayed to users. It reflects the total costs accrued for the influencer's reach Data source: (influencers') social media analytics/ own financial data Data collection tool/ method: social media analytics tools/ (own) counting and calculations
Accounts reached insights [location, gender, age breakdowns]	Definition: Data detailing the demographics of the audience reached by the influencer's content, including their geographical location, gender distribution, and age ranges This information provides insights into the profile of the audience reached and thus whether the audience reached matches the communication action's target audience Data source: (influencers') social media analytics Data collection tool/ method: social media analytics tools

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20 Platforms always provide estimated results and not 100% reflective of the actual number of viewers due to General Data Protection Regulation (GDPR) and personal data protection regulation
21 The influencers' social media analytics are applicable for remunerated cooperation/ partnerships; For non-remunerated cooperation/ partnerships, we gather publicly available data either through specific tools, following their compliance verification, or manually

Moving beyond the initial exposure, we begin to see tangible results when users actively engage with the content associated with our influencers and third-party collaborators. This engagement can take the form of comments, shares, mentions of relevant hashtags, and more. Analysing who engages and how they interact provides valuable insights into the real impact of these endorsements. Like outputs, results indicators play a pivotal role in optimising your content strategy to align it more closely with your target audience's preferences and behaviours.

Engagements [reactions, comments, shares]	**Definition: The total count of interactions with an influencer's or third party's content, including reactions (likes), comments, and shares. It measures the level of engagement and interaction generated by the content** **Data source: (influencers' and own) social media analytics** **Data collection tool/ method: social media analytics tools/ (own) counting and calculations**
Engagement rate	Definition: The ratio of total engagements (reactions, comments, shares, etc.) to the total reach of the influencer's or third party's content. It measures the level of interaction relative to the content's exposure Data source: (influencers') social media analytics Data collection tool/ method: social media analytics tools/ (own) counting and calculations
Cost per result [depending on objective – cost per click, cost per engagement, etc.]	Definition: The cost incurred for each specific desired action, such as clicks, engagements, or conversions, based on the chosen campaign objective within influencer or third-party collaborations Data source: (influencers') social media analytics/ own financial data Data collection tool/ method: social media analytics tools/ (own) counting and calculations
Engaged accounts' insights [location, gender, age breakdowns]	Definition: Data providing insights into the demographics of the accounts that engaged with the influencer's or third party's content. This includes information on location, gender distribution, and age ranges of the engaged audience, and can be useful for understanding the audience reached by this activity Data source: (influencers') social media analytics Data collection tool/ method: social media analytics tools
Tone and type of audience reaction [positive vs negative]	Definition: the general tone (positive, neutral, negative, or mixed sentiment) of comments of the influencer's or third party's content Data source: (influencers') social media analytics Data collection tool/ method: desk analysis and sentiment analysis tools (see Glossary)

IMPACTS *Behavioural and/ or cultural shifts in population directly or partly caused by the communication*	The ultimate goal of Commission communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, we measure impact 3-6 months after the communication to assess whether the effect has carried beyond the initial point of contact. For substantial campaigns where influencers play a pivotal role in communication, we can employ surveys to evaluate whether influencer-driven social media activities have left a lasting impact.

Percentage of audience reached having a more positive opinion of the content's topic or the EU as a result of engaging with the influencer's content generated following interaction with the EC	**Definition: the percentage of audience reached declaring to have a more positive opinion of the content's topic or the EU as a result of engaging with the influencer's content generated following interaction with the EC out of the total number of replies received (to this question)** **Data source: target audience** **Data collection tool/ method: survey/ built-in surveys in social media platforms**
Percentage of audience reached who took action as a result of engaging with the influencer's content generated following interaction with the EC	Definition: the percentage of audience reached declaring to have taken action as a result of engaging with the influencer's content generated following interaction with the EC, out of the total number of replies received (to this question) Data source: target audience Data collection tool/ method: survey/ built-in surveys in social media platforms
Percentage of audience reached who advocated or spoke positively about the topic or the EU as a result of engaging with the influencer's content generated following interaction with the EC	Definition: the percentage of audience reached declaring to have advocated or spoken positively about the publication's topic or the EU as a result of engaging with the influencer's content generated following interaction with the EC, out of the total number of replies received (to this question) Data source: target audience Data collection tool/ method: survey/ built-in surveys in social media platforms
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?' Data source: Eurobarometer data and other public opinion data Data collection tool/ method: survey/ built-in surveys in social media platforms

Evaluating Influencers/ Third party endorsement

Methods: Social Media Metrics, Surveys

Outreach to online influencers represents an integral part of modern communication campaigns and is being implemented by the European Commission, its Directorates-General and Representations in the Member States.

Influencers are people who create content and publish it online, having established trust and expertise in a particular niche or a community. Measuring the impact of our work with influencers is therefore essential, and the appropriate monitoring and evaluation mechanisms should be put in place. These can be organised either internally or through a contractor.

The performance measuring and monitoring tools are either built into the social media platforms or provided by a third party. Quantitative data should be complemented by qualitative analysis, e.g. the tone of the posts published by the influencers or the sentiment analysis of reactions by the audiences reached.

The guide on work with influencers prepared by DG COMM[22] in its role of domain leader in the area of external communication provides useful recommendations and a framework for establishing work relations with influencers in the European Commission. It seeks to clarify the overall approach, setting standards through best practices, while inviting careful consideration when engaging in this activity.

It is recommended to consult it ahead of each cooperation with influencers, and to keep in mind its recommendations also when it comes to measurement and analytics.

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[22] Practical guide for working with influencers

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Did you follow [influencer's name] before the campaign?	Yes No
Did you see, read, or hear about the [campaign] through this influencer/ third party endorser [name]?	Yes No
How likely is it that you will share this information with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
After [following the influencer/ third party endorser [name] would you say that your opinion about the EU is	Much more positive Slightly more positive No difference Slightly more negative Much more negative

Other Useful Tools and Tips

If you work with influencers/ third-party endorsers on different social media platforms, it is important to consider taking a more in-depth approach to analyse the performance and impact of the influencer's content, such as the reach, engagement, traffic, conversions, and sentiment. You should also collect and report the feedback and testimonials from the influencer and their audience.

One of the easiest ways to evaluate an influencer's relevance is to use social media tools that can provide you with data and insights.

Another important factor to evaluate an influencer's relevance is their content quality. You want to work with influencers who create high-quality, original, and engaging content that resonates with their followers and reflects their personality. You can check their content quality by looking at their posts, stories, videos, podcasts, blogs, or any other platforms they use.

The ultimate goal of influencers' activity is to reach your target audience and influence their behaviour. Therefore, you need to assess how well an influencer's audience fits your target audiences.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

ADVERTISING

OUTPUTS

What we deliver that reaches and engages the target audience

When evaluating advertising, various outputs help measure effectiveness and message reach, varying by ad channel (online, traditional media, out of home, etc.). Key metrics include served impressions, CPM (Cost per Mille), as well as Gross and Net reach. These measurements help advertisers assess their campaign impact across diverse advertising platforms and formats.

Number of served impressions/ CPM [Cost per mille/thousand]	**Definition: number of times an ad has been displayed or shown, along with the cost incurred for every 1.000 impressions** **CPM helps assess the cost-efficiency of the ad** **Data source: media vendors, ad management/ ad-serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.)** **Data collection tool/ method: automatic calculations provided by data platforms/ media vendors**
Gross reach: Number of impressions viewed by the target group [number of contacts]	**Definition:** Number of impressions that have been viewed or shown to the intended target group or audience during the lifetime of the advertising. It represents the number of viewed impressions (contacts made) regardless of the number of times an individual has been exposed to the advertising In the case of print media, gross reach will be calculated using the title's circulation figures and gross reach will equal the tittle circulations times the number of insertions **Data source:** media vendors, ad management/ ad-serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.) **Data collection tool/ method**: automatic calculations provided by data platforms/ media vendors
Net reach: Percentage of target audience [de-duplicated]	Definition: The percentage of the deduplicated number of people from the target audience that has been reached by the advertising, at least once, during its lifetime. It provides a more accurate measurement of unique exposure (contacts made) Frequency is the average number of times an advertisement is shown to the reached population Net reach = gross reach / frequency Data source: media vendors, ad management/ ad-serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.) Data collection tool/ method: automatic or manual calculations provided by data platforms/ media vendors, (own) counting and calculations
Number of clicks/ CPC [Cost per click][23]	Definition: number of times users clicked on the ad, along with the cost incurred for each individual click. CPC measures the cost-efficiency of clicks Data source: ad management/ ad-serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.) Data collection tool/ method: automatic calculations provided by data platforms/ media vendors

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[23] Only applicable to online advertising

Number of video views[24]	Definition: number of times a video has been watched as part of the advertising[25]
	CPV measures the cost-efficiency of the video views
	Data source: ad management/ ad serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.)
	Data collection tool/ method: automatic calculations provided by data platforms

⊚ **RESULTS** *What the target audience takes out of the communication. Their initial response and sustainable effects*	In advertising, results metrics come into play after users engage with the ad. We assess how they interact with the ad content and whether they take desired actions, such as recalling the message engaging with the ad (e.g., clicking, liking, sharing), or converting (i.e, audience that was reached by the ad and subsequently took a specific desired action). While digital tools provide valuable insights, understanding user feedback and selecting the right metrics depends on the specific ad campaign and its objectives.

Recall	**Definition: The number of individuals who can remember or correctly identify an ad after being exposed to the campaign**
	Data source: target audience
	Data collection tool/ method: survey; brand lift study (BLS)[26]. etc.
Engagements [reactions, comments, shares]	Definition: number of engagements to an advertisement, including reactions (likes, etc.), comments, and shares[27]. It reflects the level of engagement and interest generated by the ad[28]
	Data source: media vendors, ad management/ ad-serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.)
	Data collection tool/ method: automatic calculations provided by data platforms/ media vendors
Conversion rate[29]	Definition: The percentage of users who interacted with the ad (e.g., clicks and swipes for display ads, views for video ads, etc.) and took a specific desired action, such as entering a website, signing up to a newsletter or event, or downloading files or an app, after interacting with an

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[24] CPV (cost per view) only applicable to online advertising if the asset promoted is a video

[25] According to Google Ads Help (google.com):
"A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first";
"Non-skippable ads are short in-stream video ads that play before, during, or after another video. Viewers don't have the option to skip your ad. With videos between 6 and 15 seconds, non-skippable ads allow you to reach viewers with your entire message. A view of your non-skippable ad won't increment the video's YouTube view count"; Non-skippable ad campaigns - Display & Video 360 Help (google.com)
"Skippable in-stream ads play before, during, or after other videos. After 5 seconds, users have the option to skip the rest of the ad. To count as a view, users must watch your video ad for at least 30 seconds or until the end of the ad if it's less than 30 seconds."
"In-feed video ads appear as thumbnails, consisting of a video image and some text. Users can watch the video ad autoplay inline or click on the thumbnail to watch the video ad on a larger screen. To count as a view, users must click on the thumbnail or watch the ad autoplay for at least 10 seconds or until the end of the ad if it's less than 10 seconds."

[26] Please note that note that some platforms provide such small scale BLS studies (eg up to 3 questions on brand recall, ad recall and message recall) for free when you advertise on their platforms, eg. About Brand Lift - Google Ads Help, About Brand Lift Studies | Meta Business Help Center (facebook.com);

[27] Note that engagements on online media (online display / video) are possible only in the case of Richmedia formats for which actions are available and trackable (About engagements reporting - Google Ads Help & About YouTube ads and view metrics - Google Ads Help). However even in this case engagement/engagement rate for online ads (although similar to the view rate metric), are not as strong of a signal because Engagements use less strict criteria when counting compared to views;

[28] Engagements in online advertising could be complemented with the following indicators: CTR (click through rate) & VTR (view through rate) for a better understanding of the performance of the ad.

[29] Only applicable for online advertising

	advertisement.
	It represents the average number of conversions per ad interaction, shown as a percentage[30]
	Data source: conversion-tracking tools, ad management/ ad-serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.), web analytics tools (Europa analytics)
	Data collection tool/ method: automatic calculations provided by data platforms

⤢ **IMPACTS** *Behavioural and/ or cultural shifts in population directly or partly caused by the communication*	The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, we measure impact 3-6 months after the communication to assess whether the effect has carried beyond the initial point of contact.

Percentage of audience reached having a more positive opinion of the ad's topic as a result of the advertisement	**Definition: the percentage of audience reached declaring tohave a more positive opinion of the ad's topic after exposure to it/ as a result of the advertisement out of the total number of replies received (to this question)** **Data source: target audience** **Data collection tool/method: survey**
Percentage of audience reached who took action as a result of the advertisement	Definition: the percentage of audience reached declaring to have taken action after being exposed to/ as a result of the advertisement out of the total number of replies received (to this question) Data source: target audience; Data collection tool/ method: survey
Percentage of audience reached who advocated or spoke positively about the ad's topic or the EU as a result of the advertisement	Definition: the percentage of audience reached declaring to have advocated or spoken positively about the ad's topic or the EU as a result of exposure to it/ the advertisement out of the total number of replies received (to this question) Data source: target audience Data collection tool/ method: survey
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?' Data source: Eurobarometer data and other public opinion data Data collection tool/ method: survey

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[30] For complementary info, check Conversion rate: Definition - Google Ads Help

Evaluating Advertising

Methods: Social Media Metrics, Surveys (Audience research)

Advertising, whether we are talking about Out-of-Home advertising (OOH), TV or Online advertising, is considered a very useful communication activity to reinforce branding and to communicate with impact on large scale.

When externalised, from the beginning, together with the contractor, you need to set the output, result, and impact indicators, including the KPIs (with the associated targets), you want them to report on during and after the communication activity is finalised.

There are numerous methods for measuring OOH advertising performance, usually in relation to OOH viewing compared to radio listenership, television viewership, newspaper and magazine readership, and internet usage. OOH metrics often includes demographic and psychographic information to help advertisers determine who is being exposed to advertising, rather than how many people are being exposed to a message.

There are few things that you could consider creating a solid OOH measurement, such as population and location or audience research. Most of the research companies for OOH advertisement use surveys, combining them with third-party data to provide demographic and psychographic information that measures OOH advertising.

You can also measure your OOH advertising by combining digital track measurements such as how many people use or see the promo code, scan the barcode, click the links, and other online things relevant to the advertisement.

In-home advertising, such as television advertisements, can be measured by ratings. It tells us how the ads performed by counting how many people watched the ads.

For the online advertising, once you have chosen your platforms and channels, you need to set up your tracking and analytics tools to measure online advertising performance. These tools allow you to collect, analyse, and report data on your online advertising campaigns, such as impressions, clicks, conversions, and revenue. Some of the most popular and useful tools for measuring online advertising performance are Google Analytics, Google Ads, Facebook Ads Manager, and Google Tag Manager. These tools enable you to track and optimize your online advertising campaigns across different platforms and channels.

The sources of data constantly evolve and provide different or better methods to measure what matters. Also new platforms or tools might emerge anytime. It is essential to have a thorough understanding of what these tools measure and to what extent the data is comparable over time or across different platforms.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Have you seen, read, or heard about the [campaign/ad]?	Yes No Don't know
Recall per channel: Did you see, read, or hear about the [campaign/ad] [name] through any of the following means?	[Insert channels as relevant]
How likely is it that you will share this information with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
After [name of campaign/ ad] you would say that your opinion about the EU is	Much more positive More positive No difference More negative Much more negative

Other Useful Tools and Tips

If running an ads campaign with an online platform as one of the principal communication tools, it is important to consider taking a more in-depth approach to analysing how the campaign impacts your overall online presence and vice-versa. It is often valuable to take measures before (baseline), during and after the campaign.

Measuring can be done on a channel level (example: a Facebook page) and on an item level (example: a Facebook post).

When designing the activities, one should compare them to similar initiatives to avoid a duplication of efforts and instead maximise utilising existing data. Following questions should be asked:

- Is there a previous campaign relevant data can be drawn from?
- Is there another organisation account which contains relevant data we can use?

Measurement should be performed:

- Before the campaign to define a baseline, for example, by using an existing platform or profile on social media rather than creating a new one;
- At intervals during the campaign (for example once a week) to evaluate progress continuously and decide if actions are needed (for example additional ad exposure);
- After the campaign to make a concluding evaluation.

Some data collection and analysis tools (focus-groups, expert groups, case studies, etc.) might require expert knowledge and are best carried out with the help of an external contractor. For this purpose, please use DG Communication's framework contract for evaluation and impact assessment of communication activities.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

INTEGRATED COMMUNICATION CAMPAIGNS

When evaluating integrated communication campaigns, one can focus on individual channels used or on the campaign as a whole. Aggregated statistics help to measure the overall reach of the campaign. Due to the difficulties of obtaining data for some channels, these figures are always an approximation and should be regarded as such. Additionally, simple desk analysis can give valuable insights into the efficiency by calculating the cost per contact.

Gross reach: Number of contacts made during the campaign	**Definition: The total number of contacts generated throughout the campaign (i.e. the total number of times the target audience was exposed to all campaign products, including multiple exposures to the same individual). It represents the overall reach of the campaign**
• **Net reach: Percentage of target audience [de-duplicated]**	**Net Reach: The percentage of the target audience that has been reached by the campaign at least once, after removing duplicated contacts** **Frequency is the average number of times an advertisement is shown to the reached population** **Net reach= gross reach / frequency** **Data source: advertising agencies, market research firms, media vendors, third-party ad-serving/ tracking platforms and tools or all platforms that the campaign was aired on (see details of each activity in the previous sections of this guide)** **Data collection tool/ method: see details of each activity in the previous sections of this guide**
Cost per contact	Definition: The expense incurred for each contact made during the campaign. It measures the cost-efficiency of reaching the target audience Data source: all platforms/ channels where the campaign was aired on (see details of each activity in the previous sections of this guide), ad management/ ad-serving platforms and third-party ad-tracking platforms (e.g., DCM Google, Oracle MOAT etc.) Data collection tool/ method: see details of each activity in the previous sections of this guide/ own calculations

When measuring results, one should look beyond whether the campaign merely reached "someone". This can be done by using surveys to measure the recall, informing about the effectiveness of the message in being retained after the communication. Furthermore, we link the communication to engagement, for instance, by looking at follow-up actions.

Recall: Number of people who can recall a campaign message or a brand	**Definition: The number of people who can remember or correctly identify at least one specific campaign message or the associated brand after being exposed to the campaign** **Data source: target audience** **Data collection tool/ method: survey**
Cost per person recalling the campaign	Definition: The cost incurred for each person who can recall at least one of the communication activities of the campaign after being exposed to it Data source: target audience; own financial data Data collection tool/ method: survey/ own calculations
Increased knowledge: Percentage of audience reached having increased their knowledge about the campaign topic	Definition: The percentage of the audience reached declaring that they have increased their knowledge of the campaign's topic, as a result of the exposure to the campaign Data source: target audience Data collection tool/ method: survey

IMPACTS
Behavioural and/ or cultural shifts in population directly or partly caused by the communication

The ultimate goal of EU communication is to improve its image and encourage people to be multipliers of positive messages of the EU. Ideally, impact is measured 3-6 months after the communication, to assess whether the effect has carried beyond the initial point of contact. In cases of large-scale integrated communication campaigns, special Eurobarometer questions can be used to register changes in public perception linked to the campaign content.

Percentage of audience reached having a more positive opinion of the campaign's topic as a result of the campaign	**Definition: the percentage of target audience reached declaring to have a more positive opinion of the campaign's topic as a result of exposure to it out of the total number of replies received (to this question)** **Data source: target audience** **Data collection tool/ method: survey**
Percentage of audience reached who took action as a result of the campaign	Definition: the percentage of the target audience reached declaring to have taken action as a result of campaign exposure out of the total number of replies received (to this question) Data source: target audience Data collection tool/ method: survey
Percentage of audience reached who advocated or spoke positively about the campaign's topic or the EU as a result of the campaign	Definition: the percentage of audience reached declaring to have advocated or spoken positively about the campaign's topic or the EU as a result of exposure to it; out of the total number of replies received (to this question)

	Data source: target audience
	Data collection tool/ method: survey
Percentage of citizens having a more positive opinion of the EU	Definition: the percentage of citizens having a more positive opinion of the EU based on the answers to Eurobarometer question D78: 'In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?' Data source: Eurobarometer data and other public opinion data Data collection tool/ method: survey

Evaluating Integrated Communication Campaigns

Methods: Survey

Integrated communication campaigns use multiple channels. This means that you can use a variety of evaluation principles and tools depending on which aspect of the campaign is evaluated. However, as an integrated communication campaign aims to be greater than the sum of its parts, there are approaches to evaluate the performance of the campaign as a whole.

Figures, such as audience circulation, reach of posts, participants in events and so forth, measure the aggregated reach of the campaign. An important caveat is to avoid double counting people who have been reached through multiple channels of the campaign. Contractors can employ methods to calculate "deduplicated reach" which aim to arrive at a more accurate estimate. However, even then, one should remain realistic about the reported figures. Whenever possible, target audience should be carefully defined in the planning phase, and the reach should be measured in relation to reaching this very target audience. This gives a more accurate measure of performance.

Integrated communication campaigns usually have a theme or slogan. Surveys can help you test the effectiveness of the message by measuring recall. This allows you to compare channels to see what has been the most effective one, not only in terms of how many people were reached, but whether the message "stuck" in your audience.

Prompted recall – When people are exposed to communication material (such as a poster) and are asked whether they have seen the campaign and the main messages associated with it.

Unprompted/spontaneous recall – When people are asked whether they have seen or heard any of the material relating to the campaign theme. This is generally considered a stronger indicator of message retention.

However, even high recall figures are not necessarily an indicator of success. Surveys should also explore whether people who were exposed to the campaign also engaged with it. This can mean simply visiting the campaign website or engaging in follow-up actions such as turning up to vote. A good survey will aim to find links between the communication activities and the resulting engagement.

Prototype Questions

PROTOTYPE QUESTION	RESPONSE CATEGORY
Unprompted recall: Have you seen, read, or heard about the [campaign/product]?	Yes No Don't know
Prompted recall: Have you seen [respondents are read the description of the campaign's products]	One of them Two of them The three of them None of them Don't know

Recall per channel: Did you see, read, or hear about the [campaign/product] [name] through any of the following means?	[Insert channels as relevant]
Do you agree or disagree with the following statement "The [name of the campaign/product] improves your understanding of what the EU is doing in this field [or name policy]"	Totally agree Tend to agree Neither agree nor disagree Tend to disagree Totally disagree
How likely is it that you will share this information with other people?	Very likely Fairly likely Neither likely nor unlikely Unlikely Very unlikely
After [name of campaign] you would say that your opinion about the EU is	Much more positive More positive No difference More negative Much more negative

Other Useful Tools and Tips

For multi-channel communication campaigns, the planning and designing stages can be as crucial as the execution itself.

Ex-ante evaluation – Can be used to define the needs of a campaign, the target audience, SMART objectives, and solid monitoring systems. An ex-ante evaluation or a foresight study is especially important for a high-impact campaign to maximise its success. It can employ a range of tools, such as focus groups, surveys, and interviews.

Focus Groups – A well-selected focus group can help with tailoring the main message and function as a test audience before launching the campaign.

Some data collection and analysis tools (focus-groups, social media analysis, we analysis, large scale surveys, etc.) might require expert knowledge and are best carried out with the help of an external contractor. For this purpose, please use DG Communication's framework contract for evaluation and impact assessment of communication activities.

For more resources and guidance on evaluating communication activities, as well as for information on using the Framework Contract for communication evaluation, please refer to the Communication Evaluation Resource Centre on DG COMM's Communication Services Portal.

Glossary

TERM	DEFINITION
Advertising	Stand-alone promotion of an asset(s) in an online or offline (traditional) communication channel, such as television, radio, print/ out-of-home/outdoor, or online video/ display advertising, etc. *Note that for different advertising channels (e.g., online vs offline channels) and/ or advertising formats in the same channel (e.g., video vs display ads) different KPIs, data sources, and data collection methods may apply.
Bounce Rate	The percentage of visits that started on a particular page and left the website straight away. It is calculated as single page visits divided by all visits that started on this page.
Circulation (print media)	The number of copies of a publication (or Net Reach). To obtain the Net Reach, we divided Gross Reach (Circulation – provided by the contractor x Number of Insertions) by the Number of Insertions An insertion is the frequency. Frequency is the average number of times an advertisement is shown to the reached population (for print it's called insertion). Example: <table><tr><td>Gross Reach</td><td>Frequency</td><td>Net Reach</td></tr><tr><td>74,534</td><td rowspan="3">3</td><td rowspan="3">74, 534</td></tr><tr><td>74,534</td></tr><tr><td>74,534</td></tr></table>
Coherence	The extent to which the objectives, messages and implementation of a communication activity are non-contradictory (internal coherence), and do not contradict other activities with similar objectives (external coherence).
Conversion Goal	The measurement of some action an individual user has performed on your site. This could be downloading a file, playing a video, opening a given page, subscribing to a newsletter, or clicking a link that directs on to an external page.
Conversion Rate	The percentage of visits that triggered the conversion goal.
Cost per thousand (CPT)	The cost of reaching 1 000 individuals of the target audience, e.g., 1 000 adults. To calculate CPT, you divide the total cost by the total number of impressions/clicks and then multiply the result by 1000.
Desk Analysis	Evaluation method. Consists of compiling and studying secondary data and sources already available on the implementation of an activity. The purpose is to summarise, collate and synthesise existing relevant information.
Downloads	The number of clicks on a download link. Direct downloads are not counted.

Ex-ante Evaluation	Evaluation type. It describes an evaluation that occurs before or at the very beginning of an intervention, at a planning or developing stage. It gathers data and evidence to define the logic and rationale for an intervention and to develop a baseline and indicators.
Ex-post Evaluation	Evaluation type. It is summative in nature and takes place at the end of a communication activity/ intervention in order to determine the extent to which the outcomes and impacts were achieved because of the intervention.
Impressions served	Unlike reach, impression does not measure how many people saw the content, but how many times it has been potentially seen. It is based on an addition of audiences that have had an opportunity to see it. A single individual can register multiple impressions. Calculating impressions: sum of all potential audiences by channel.
Interim Evaluation	Evaluation type. Interim evaluations (or process evaluation) are intended to improve the decisions and actions of those responsible for ongoing communication activities. It mainly takes place during the implementation of an activity. It can be done as continuous feedback or at a specific point during the intervention.
Video view	A view is counted when a viewer watches 30 seconds of your video ad (or the entire duration if it is shorter than 30 seconds) or interacts with the ad, whichever comes first.
Media Tiers	Classification of different media channels in terms of impact and influence in order to better understand the dissemination of messages among the population as part of the overall communication strategy. Using quantitative (readership, circulation, audience figures, website's popularity) and qualitative (degree of specialisation and influence) indicators, the media channels are clustered according to the following criteria: • Tier 1: Mass media with very large circulation or very high number of views • Tier 2: Media with large circulation (but less than mass media) and influence • Tier 3: Regional media with large circulation/ influence • Tier 4: Niche media (including local media with limited circulation) • Tier 5: International media • Tier 6: Specialised media
Media tonality/ tone	The tone (positive, neutral, negative, or mixed) of media items toward the subject of the analysis Media analysis contract – human coding
Metric	A measure of activities and performance. Metric is a generic term mostly used for online and social media measurements.
Page Views	The number of times a particular page was viewed.

Reach	Unlike impressions, reach measures not the number of times the content was seen but how many people saw it. The appropriate data to use for reach is highly dependent on the channel, type of communication activity and the availability of data. Electronic communication can be more accurate in identifying a unique person, while more traditional media might not have such data available. When possible, reach should be measured as target audience reach, which is the percentage of people within the intended audience who were reached. When possible audited circulation and media ratings should be used to measure target audience reach.
Recall	A measure of communication effectiveness in which a sample of respondents is exposed to a communication activity and then at a later point in time is asked if they remember it. Recall can be on an aided or unaided basis. Aided recall means that the respondent is told for example the name of the campaign.
Returning Visits	A returning visit is (as opposed to a new visit) made by someone who had visited the website at least once before.
Time Spent on Website	The average duration of a visit on a website.
Traditional Media	Traditional media refers to established and conventional forms of mass communication, including newspapers, television, radio, etc.
Usability test	Its main goal is testing how easy a design is to use with a group of representative users. But it can also help understanding what users think of the site overall (content, its usefulness). It usually involves observing users as they attempt to complete tasks.
Visits	If a visitor comes to your website for the first time or if they visit a page more than 30 minutes after their last page view, this will be recorded as a new visit.

Useful Links and Contacts

- Publications Office of the EU: https://op.europa.eu/en/web/publicare/providing-publishing-and-preservation-services

- Publications Office of the EU contact: OP-EU-Publications-Analytics@publications.europa.eu

- For more detailed information on analytics and usability, please consult the relevant Europa Web Guide section : Test, monitor, measure and report (europa.eu)