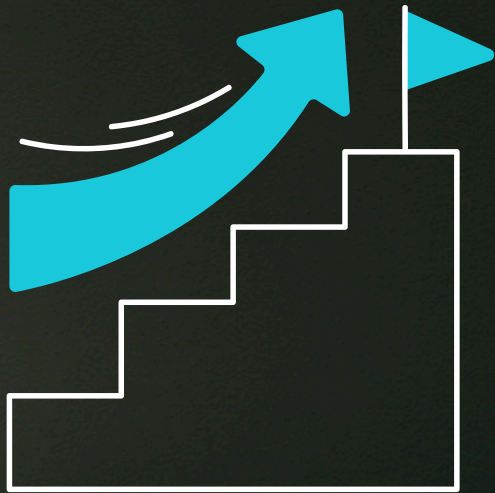


How to **Quantify** the **IMPACT** of Your Communications Strategy



Tips by Sola Abulu



Agree what success looks like

The starting point is to agree what success looks like, with the project sponsor or funding team/leaders and subject matter experts



“This is very important otherwise, there would be mis-aligned expectations”

Measure what *matters*



This is the only way to guarantee that your communications intervention will deliver value that is impactful

“Ensure you are measuring what matters to the core business or agenda of the organization or entity”



Set S.M.A.R.T.I targets

03



Set targets and key performance indicators. Ensure targets are specific, measurable, achievable, realistic, time-bound and **TANGIBLE**



Look for tangible indicators to measure and build a target around it e,g if its a political election, your metrics should be measured by voter registration in party strongholds etc Not on the number of impressions or engagement on social media posts

Clarify Expectations



Ensure you clarify expectations from internal stakeholders in terms of:

- audience targeting
- audience profile
- audience reach
- call-to-action
- response actions
- media impact
- incremental outcomes vs final outcome
- what communications can or cannot achieve

Know Your Baseline



Once you have agreed how success will be measured, be sure to document and report the baseline metrics **BEFORE** you start your campaign or program

Business Context

- Articulate clearly what the current reality is in tangible value terms i.e. the current state of relationships or inquiries, interest, applications and enrolments or investment leads etc depending on the business or strategic intent of your communication
- Set your performance metrics based on % improvement in the current reality figures
- Ensure the campaign is targeted at influencing the groups that directly enable the achievement of required outcomes

How To Develop Impact-06 Based KPIs →

1. Identify specific areas that could benefit from a communications or engagement intervention
2. Engage the field team and relevant subject matter experts to identify indicators that point to progress or decline in the area of interest. **Agree target audience for communications outreach**
3. Identify tangible and trackable action-based indicators
4. Get baseline figures and develop campaign based on identified audiences and trackable indicators



- **Amplification campaign** – success can be measured by reach, conversation etc
- **Advocacy campaign** – success should be measured by post-campaign commitments made by targeted groups, and concrete actions taken as a result

Examples of What To Measure



In the context of **Development Communication**, engage the field team and subject matter experts on relevant metrics to measure the success of a communications campaign



- **Amplification campaign** – success can be measured by reach, conversation etc
- **Advocacy campaign** – success should be measured by commitments made as a direct result of the campaign; concrete actions taken and **communications-enabled changes** experienced by impacted groups/communities in the intervening period
- **This may require differentiating between impact from direct in-person engagement** vs that arising from communications campaigns based on data from locations unreached by in-person contact

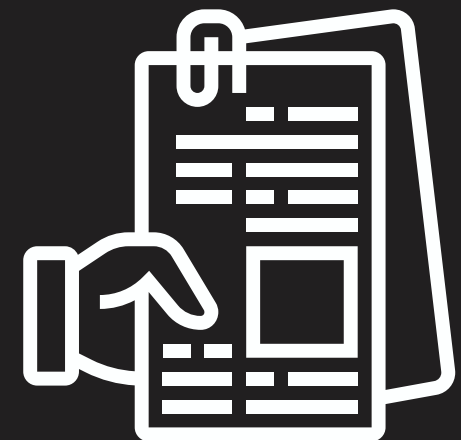
Example of How To Measure Human Rights Context

- Contact experts and people on the frontline to identify key indicators that highlight escalation or de-escalation with respect to the identified groups of people
- Identify key relationships, groups or individuals to target via a communication and engagement intervention
- Determine what the performance metrics should be
- Deploy and monitor, collect feedback, report, refine etc

ISSUE	ACTIVITY	KPI
Human Trafficking	Campaign Against Human Trafficking	% Reduction in illegal border crossing in targeted location following campaign period
Gender Based Violence	Campaign Against Gender-Based Violence targeting at-risk populations	% increase in reporting, victims seeking shelter, cases prosecuted in the courts within period of review and in targeted population

Set up your tracking tools

- Ensure that you have the right analytics and monitoring tools set up to track your performance throughout the duration of your campaign or project.
- This could be a combination of digital analytics tools set up to monitor conversation, media mention, brand positioning in comparison with peers in the sector or also mechanisms for collecting data from the field via focus groups, in-person conversations etc depending on the nature of the projects.
- In development communication, it could be program records, feedback from partner organizations, field officers and beneficiaries, data cross-referencing etc





Key Points To Note

- Some level of research and consultation is required to come up with targeted KPIs that move the needle and track tangible results that are directly attributable to your campaign. This must be done in the planning phase and is an integral part of the communications strategy
- **To demonstrate attributable value**, your campaign must be highly tailored and targeted from the onset to specific groups, creating awareness and promoting trackable actions, or developments
- **Buzz is not synonymous with impact.** Without tangible and credible metrics, it is difficult to connect communications with on-the-ground impact
- Ensure you research and document the “before” and “after” metrics otherwise it is impossible to give partial or full attribution of success to the communications intervention
- **To measure impact and outcomes**, a well-researched be-spoke and fit-for-purpose structure and mechanism must be in place from the onset



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useful?



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