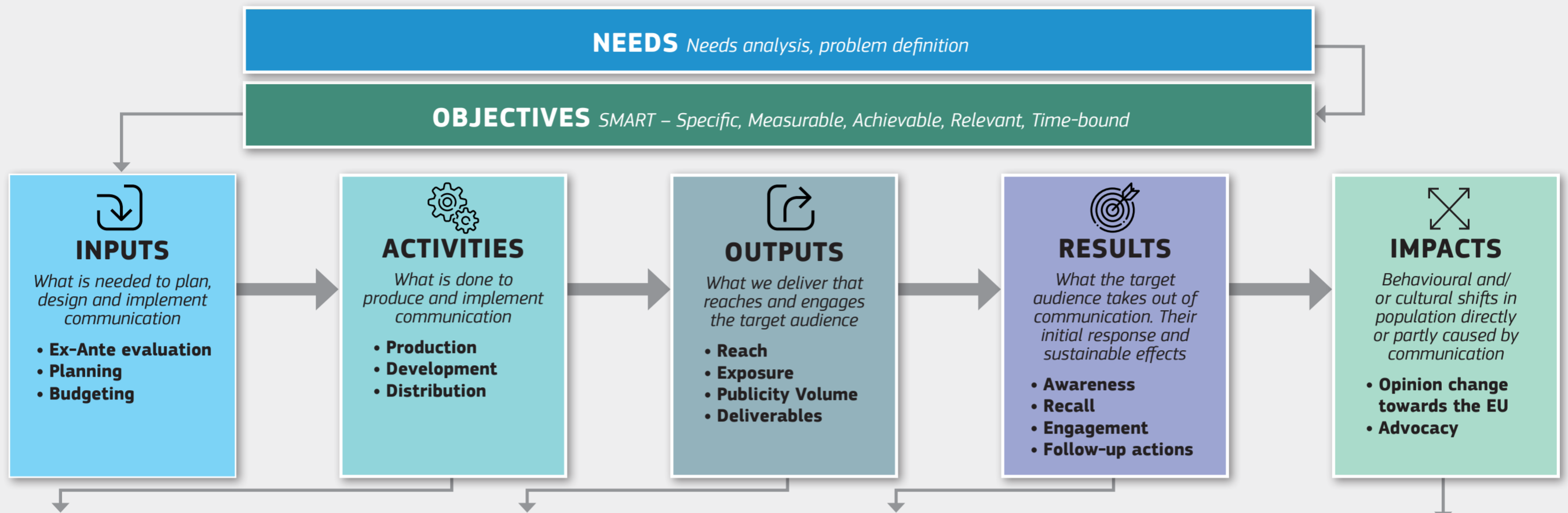










COMMUNICATION NETWORK INDICATORS



ACTIVITIES	OUTPUTS <i>What we deliver that reaches and engages the target audience</i>	RESULTS <i>What the target audience take out of communication and initial responses</i>	IMPACTS <i>Results caused, in full or partially, by the communication</i>
NETWORKS 	<ol style="list-style-type: none"> Number of contacts: visitors, event participants, calls, emails, etc. [counting] <ul style="list-style-type: none"> • If applicable, percentage of newcomers [survey, desk analysis] Cost per contact [desk analysis] 	<ol style="list-style-type: none"> Overall usefulness of the contact [survey] Percentage of users who declared that they would come back [survey] Percentage of users who declared that they would recommend the service [survey] 	<ol style="list-style-type: none"> Number of people having a more positive opinion of the EU as a result of the contact [Eurobarometer, survey] Likelihood to advocate or speak positively about the EU as a result of the contact [survey] Number / percentage of target audience who know more about available opportunities and take action [survey, desk analysis]
EVENTS 	<ol style="list-style-type: none"> Number of attendees: physical and online [counting]; <ul style="list-style-type: none"> • If applicable, percentage of target audience counting and percentage of first time attendees [survey] Cost per attendee [desk analysis] Indirect audience reach – media reach of the event [audited circulation and audience analytics] 	<ol style="list-style-type: none"> Overall usefulness of the event for attendees [survey] Percentage of attendees who declared that they would share or speak positively about the event [survey] Percentage of attendees who sought more information or engaged in other follow-up actions [survey] 	<ol style="list-style-type: none"> Percentage of attendees having a more positive opinion of the EU as a result of the event [survey] Likelihood to advocate or speak positively about the EU as a result of the event [survey] Number / percentage of target audience who know more about available opportunities and take action [survey, desk analysis]
PUBLICATIONS 	<ol style="list-style-type: none"> Number of readers / listeners of the publication [web analytics, OP orders] <ul style="list-style-type: none"> • If applicable: percentage of target audience and percentage of specific demographic groups [desk analysis] Percentage of publications produced in more than one linguistic version [counting] Percentage of publications accessible to visually impaired persons [counting] 	<ol style="list-style-type: none"> Overall usefulness of publication for readers [survey] Number of readers who shared the link of the publication with other people [survey] Number of readers who thought that the publication was clear and easy to understand [survey] 	<ol style="list-style-type: none"> Number of readers having a more positive opinion of the EU as a result of a publication [survey] Likelihood to advocate or speak positively about the EU as a result of a publication [survey]
MEDIA RELATIONS 	<ol style="list-style-type: none"> Number of online views of media releases [web analytics] Number of journalists in media events organised by the EC [counting] <ul style="list-style-type: none"> • Percentage of Member States coverage 	<ol style="list-style-type: none"> Percentage of media items published in tier(s) 1-6 in a sample of EC related media coverage [media monitoring] Number of media items mentioning a Member of the College in the analysed sample of EC related articles [media monitoring] 	<ol style="list-style-type: none"> Percentage of citizens that have the perception that they are well informed about the political priorities of the EU [Eurobarometer, survey]
VIDEOS / PHOTOS 	<ol style="list-style-type: none"> Number of views, embeds and downloads [AV Portal, web analytics, social media metrics, global counting] Number of unique visitors to the page of the video on Europa [AV Portal, website analytics] Cost per view [web analytics, social media metrics, desk analysis] Percentage of videos with completion rate of 50% or more and of 100% [AV Portal, web analytics, social media metrics] TV uptakes: number, names and countries of TV channels using EbS material and videos and number of minutes of EbS material and videos on TV channels [Teletrax - out of the TV panel of 220 channels] 	<ol style="list-style-type: none"> Overall usefulness of the video for the viewer [survey] Overall usefulness of the AV Portal for the users [survey] Long-term: life cycle of the video after the communication campaign [AV portal, social media metrics] 	<ol style="list-style-type: none"> Number of viewers having a more positive opinion of the EU as a result of the video [survey] Likelihood to advocate or speak positively about the EU as a result of the video [survey]
SOCIAL MEDIA 	<ol style="list-style-type: none"> Number of impressions [social media metrics] Number of followers/fans/subscribers [social media metrics] Number of posts* [social media metrics] <p>*Activity indicator used for calculating performance indicators</p>	<ol style="list-style-type: none"> Number of engagement: shares, likes, clickthroughs, comments [social media metrics] <ul style="list-style-type: none"> • Cost per result [desk analysis] Number of hashtag mentions [social media metrics] 	<ol style="list-style-type: none"> Percentage of people reached having a more positive opinion of the EU as a result of engaging with EC social media content [survey, for corporate campaigns]
WEBSITES 	<ol style="list-style-type: none"> Number of visits [web analytics] Number of visitors identified by browsers [web analytics] Number of page views [web analytics] 	<ol style="list-style-type: none"> Conversion rate: downloads, registrations, form completed, etc. [web analytics] Overall usefulness of the site and/or page [survey] Number of returning visitors [web analytics - only for users accepting long term cookies] 	<ol style="list-style-type: none"> Number of visitors having a more positive opinion of the EU as a result of the web visit [survey, rating widget] Likelihood to advocate or speak positively about the EU as a result of the web visit [survey or monitor "share this content" button, and / or user jump to Social Media icons in footer]
INTEGRATED COMMUNICATION CAMPAIGNS 	<ol style="list-style-type: none"> Reach: Number of contacts made during the campaign [audited circulation and audience analytics] <ul style="list-style-type: none"> • If applicable, percentage of target audience [desk analysis] Cost per contact [desk analysis] 	<ol style="list-style-type: none"> Recall: Number of people who can recall a campaign message [survey] <ul style="list-style-type: none"> • Cost per person recalling the campaign [desk analysis] Percentage of people reached who sought more information or engaged in follow-up actions as a result of the campaign [survey] 	<ol style="list-style-type: none"> Change of opinion: Percentage of people having a more positive opinion of the EU as a result of the campaign [Eurobarometer, survey] Advocacy: Likelihood to advocate or speak positively about the EU as a result of the campaign [survey]