

2022 EC COMMUNICATION INDICATORS

NEEDS *Needs analysis, problem definition*OBJECTIVES *SMART – Specific, Measurable, Achievable, Relevant, Time-bound*

INPUTS

What is needed to plan, design and implement communication

- Ex-Ante evaluation
- Planning
- Budgeting



ACTIVITIES

What is done to produce and implement communication

- Production
- Development
- Distribution



OUTPUTS

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

- Reach
- Exposure
- Publicity Volume



RESULTS

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

- Awareness
- Recall
- Engagement



IMPACTS

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

- Opinion change towards the EU
- Advocacy
- Follow-up actions

ACTIVITIES	OUTPUTS <i>Is the audience reached and what does it do with the activity?</i>	RESULTS <i>What is the initial response from the audience to the activity?</i>	IMPACTS <i>What is the change of opinion and behaviour of the audience due to the activity?</i>
EVENTS 	<ol style="list-style-type: none"> Number of attendees [physical and online] or number of contacts <ul style="list-style-type: none"> • If applicable, percentage of target audience and percentage of first time attendees Cost per attendee Indirect audience reach – media reach of the event Ratio of number of sent out invitations to the number of actual attendees Duration of a participant's attendance of an online event 	<ol style="list-style-type: none"> Overall usefulness of the event for attendees Percentage of attendees who declared that they would share, speak positively about or recommend the event 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 Number of media items mentioning the event and/or the EU [<i>in relation to the event</i>] Tone of media coverage of the event 	<ol style="list-style-type: none"> Percentage of attendees having a more positive opinion of the EU policy or action and/or of the EU Percentage of attendees who took action as a result of the event Percentage of attendees who advocated or spoke positively about the event's topic or the EU as a result of the event
VISITS 	<ol style="list-style-type: none"> Number of visitors [physical and online] Percentage of visitors of specific target audiences [<i>eg. journalists, politicians, academics, students</i>] 	<ol style="list-style-type: none"> Overall usefulness of the visit Percentage of visitors who declared that they would recommend the visit Percentage/Number of visits with a multiplier effect [<i>articles published or social media activity – eg. #ExploretheEU and #ExperienceEurope</i>] 	<ol style="list-style-type: none"> Percentage of visitors having a more positive opinion of the visit's topic as a result of the visit Percentage of visitors who took action as a result of the visit Percentage of visitors who advocated or spoke positively about the visit's topic or the EU as a result of the visit Percentage of citizens having a more positive opinion of the EU
PUBLICATIONS 	<ol style="list-style-type: none"> Number of readers / listeners of the publication [number of print orders/downloads] <ul style="list-style-type: none"> • If applicable: website indicators like views, bounce rate, average time spent on readers / listeners a publication Percentage/Number of publications produced in more than one linguistic version [<i>or in all EU languages</i>] Percentage/Number of accessible publications 	<ol style="list-style-type: none"> Overall usefulness of the publication for readers / listeners References and mentions in external sources including media and social media Percentage/Number of readers / listeners who shared the link of the publication with other people Percentage/Number of readers / listeners who thought that the publication was clear and easy to understand 	<ol style="list-style-type: none"> Percentage of readers / listeners having a more positive opinion of the publication's topic as a result of the publication Percentage of readers / listeners who took action as a result of the publication Percentage of readers / listeners who advocated or spoke positively about the publication's topic or the EU as a result of the publication Percentage of citizens having a more positive opinion of the EU
MEDIA RELATIONS 	<ol style="list-style-type: none"> Number of online views of media releases [EC website and/or third party platforms if data is available] Time spent on the webpage Number of journalists in media events organised by the EC [<i>physical, online and hybrid</i>] 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 Number of media items mentioning a Member of the College or a specific initiative in the analysed sample of EC related articles Tone of publications / sentiment analysis [<i>percentage positive, negative, neutral and mix</i>] Percentage of press release content taken-up by the media Number of pickups in social media of media items published by the Commission 	<ol style="list-style-type: none"> Percentage of citizens having a more positive opinion on a specific topic as a result of the media activities Percentage of citizens having a more positive opinion of the EU as a result of the media activities Percentage of citizens having the perception that they are well informed about the political priorities of the EU
VIDEOS / PHOTOS / PODCASTS 	<ol style="list-style-type: none"> Number of views / listens, embeds and impressions Completion rate for videos / Average consumption for podcasts Number of unique visitors to the AV portal Number of videos' unique viewers / podcasts' [<i>engaged</i>] listeners 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 For AV products [<i>video/photo/podcast</i>] produced by third parties [<i>TV interviews, Euronews programmes,...</i>] number of viewers to be obtained from the relevant channels 	<ol style="list-style-type: none"> Number of engagements [shares, likes, clickthroughs, print button pushed, comments] Overall usefulness of the AV product [<i>video/photo/podcast</i>] for the users Overall usefulness of the AV Portal for the users 	<ol style="list-style-type: none"> Percentage of users having a more positive opinion of the video's / podcast's topic as a result of the AV product Percentage of users who took action as a result of the AV product Percentage of users who advocated or spoke positively about the video's / podcast's topic or the EU Percentage of citizens having a more positive opinion of the EU
WEBSITES 	<ol style="list-style-type: none"> Number of visits Bounce rate Number of page views Average time of visit 	<ol style="list-style-type: none"> Conversion rate: downloads, registrations, completed forms, etc. Overall usefulness of the site and/or page Source of traffic (assessing whether it is stemming from our communication activities, or not) Scroll behaviour: how far visitors read/scroll down on pages 	<ol style="list-style-type: none"> Percentage of visitors having a more positive opinion of the site's topic as a result of the web visit Percentage of visitors who took action as a result of the web visit Percentage of visitors who advocated or spoke positively about the site's topic or the EU as a result of the web visit Percentage of citizens having a more positive opinion of the EU
SOCIAL MEDIA 	<ol style="list-style-type: none"> Number of impressions per post [compared to the page's average of past posts] [<i>For Instagram Stories: impressions are views</i>] Number of video views on social media channels Number of hashtag or topic mentions on social media Followers' growth rate CPM [<i>cost per mille/thousand</i>] 	<ol style="list-style-type: none"> Number of engagements per post and total [shares, likes, comments] [<i>For Instagram Stories: completion rate</i>] Engagement rate [<i>engagements per impressions</i>] Cost per result [<i>depending on objective – cost per click, cost per engagement, etc.</i>] Tone of comments / qualitative sentiment analysis Traffic to website [<i>conversions from social media</i>] 	<ol style="list-style-type: none"> 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 Percentage of audience reached who took action as a result of engaging with EC social media content 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 Percentage of citizens having a more positive opinion of the EU
INFLUENCERS / THIRD PARTY ENDORSEMENT 	<ol style="list-style-type: none"> [Estimated] Reach per post and total Video views per post and total CPM [<i>cost per thousand impressions served</i>] Accounts reached insights [<i>location, gender, age breakdowns</i>] 	<ol style="list-style-type: none"> Engagements [reactions, comments, shares] Engagement rate Cost per result [<i>depending on objective – cost per click, cost per engagement, etc.</i>] Engaged accounts' insights [<i>location, gender, age breakdowns</i>] Tone and type of audience reaction [<i>positive vs negative</i>] 	<ol style="list-style-type: none"> 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 Percentage of audience reached who took action as a result of engaging with the influencer's content generated following interaction with the EC 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 Percentage of citizens having a more positive opinion of the EU
ADVERTISING 	<ol style="list-style-type: none"> Number of served impressions / CPM [Cost per mille/thousand] Gross reach: Number of impressions viewed by the target group [<i>number of contacts</i>] Net reach: Percentage of target audience [<i>de-duplicated</i>] Number of clicks / CPC [<i>Cost per click</i>] Number of video views 	<ol style="list-style-type: none"> Recall Engagements [<i>reactions, comments, shares</i>] Conversion rate 	<ol style="list-style-type: none"> Percentage of audience reached having a more positive opinion of the ad's topic as a result of the advertisement Percentage of audience reached who took action as a result of the advertisement Percentage of audience reached who advocated or spoke positively about the ad's topic or the EU as a result of the advertisement Percentage of citizens having a more positive opinion of the EU
INTEGRATED COMMUNICATION CAMPAIGNS 	<ol style="list-style-type: none"> Gross reach: Number of contacts made during the campaign <ul style="list-style-type: none"> • Net reach: Percentage of target audience [<i>de-duplicated</i>] Cost per contact 	<ol style="list-style-type: none"> Recall: Number of people who can recall a campaign message or a brand Cost per person recalling the campaign Increased knowledge: Percentage of audience reached having increased their knowledge about the campaign topic 	<ol style="list-style-type: none"> Percentage of audience reached having a more positive opinion of the campaign's topic as a result of the campaign Percentage of audience reached who took action as a result of the campaign Percentage of audience reached who advocated or spoke positively about the campaign's topic or the EU as a result of the campaign Percentage of citizens having a more positive opinion of the EU