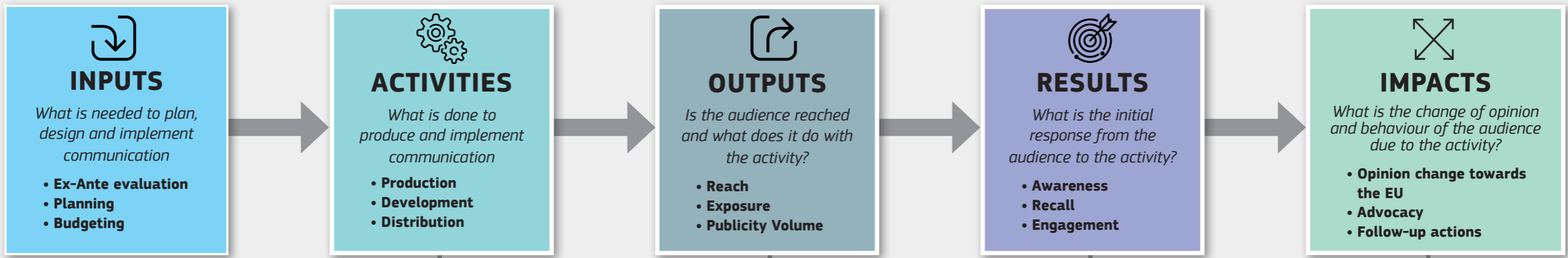


# 2022 EC COMMUNICATION INDICATORS

**NEEDS** Needs analysis, problem definition

**OBJECTIVES** SMART – Specific, Measurable, Achievable, Relevant, Time-bound



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>
<b>EVENTS</b> 	<ol style="list-style-type: none"> <li><b>Number of attendees [physical and online] or number of contacts</b> <ul style="list-style-type: none"> <li>If applicable, percentage of target audience and percentage of first time attendees</li> </ul> </li> <li>Cost per attendee</li> <li>Indirect audience reach – media reach of the event</li> <li>Ratio of number of sent out invitations to the number of actual attendees</li> <li>Duration of a participant's attendance of an online event</li> </ol>	<ol style="list-style-type: none"> <li><b>Overall usefulness of the event for attendees</b></li> <li>Percentage of attendees who declared that they would share, speak positively about or recommend the event</li> <li>Number of engagements: number of questions asked in the chat and / or number of participants in online live polls and/or <b>number of mentions</b> of the event hashtag on social media</li> <li>Number of media items mentioning the event and/or the EU <i>[in relation to the event]</i></li> <li>Tone of media coverage of the event</li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of attendees having a more positive opinion of the EU policy or action and/or of the EU</b></li> <li>Percentage of attendees who took action as a result of the event</li> <li>Percentage of attendees who advocated or spoke positively about the event's topic or the EU as a result of the event</li> </ol>
<b>VISITS</b> 	<ol style="list-style-type: none"> <li><b>Number of visitors [physical and online]</b></li> <li>Percentage of visitors of specific target audiences <i>[eg. journalists, politicians, academics, students]</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Overall usefulness of the visit</b></li> <li>Percentage of visitors who declared that they would recommend the visit</li> <li>Percentage/Number of visits with a multiplier effect <i>[articles published or social media activity – eg. #ExploretheEU and #ExperienceEurope]</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of visitors having a more positive opinion of the visit's topic as a result of the visit</b></li> <li>Percentage of visitors who took action as a result of the visit</li> <li>Percentage of visitors who advocated or spoke positively about the visit's topic or the EU as a result of the visit</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>PUBLICATIONS</b> 	<ol style="list-style-type: none"> <li><b>Number of readers / listeners of the publication [number of print orders/downloads]</b> <ul style="list-style-type: none"> <li>If applicable: website indicators like views, bounce rate, average time spent on readers / listeners a publication</li> </ul> </li> <li>Percentage/Number of publications produced in more than one linguistic version <i>[or in all EU languages]</i></li> <li>Percentage/Number of accessible publications</li> </ol>	<ol style="list-style-type: none"> <li><b>Overall usefulness of the publication for readers / listeners</b></li> <li>References and mentions in external sources including media and social media</li> <li>Percentage/Number of readers / listeners who shared the link of the publication with other people</li> <li>Percentage/Number of readers / listeners who thought that the publication was clear and easy to understand</li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of readers / listeners having a more positive opinion of the publication's topic as a result of the publication</b></li> <li>Percentage of readers / listeners who took action as a result of the publication</li> <li>Percentage of readers / listeners who advocated or spoke positively about the publication's topic or the EU as a result of the publication</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>MEDIA RELATIONS</b> 	<ol style="list-style-type: none"> <li><b>Number of online views of media releases [EC website and/or third party platforms if data is available]</b></li> <li>Time spent on the webpage</li> <li>Number of journalists in media events organised by the EC <i>[physical, online and hybrid]</i> <ul style="list-style-type: none"> <li>Percentage of Member States coverage</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of media items published in tier(s) 1-6 in a sample of EC related media coverage</b></li> <li>Number of media items mentioning a Member of the College or a specific initiative in the analysed sample of EC related articles</li> <li>Tone of publications / sentiment analysis <i>[percentage positive, negative, neutral and mix]</i></li> <li>Percentage of press release content taken-up by the media</li> <li>Number of pickups in social media of media items published by the Commission</li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of citizens having a more positive opinion on a specific topic as a result of the media activities</b></li> <li>Percentage of citizens having a more positive opinion of the EU as a result of the media activities</li> <li>Percentage of citizens having the perception that they are well informed about the political priorities of the EU</li> </ol>
<b>VIDEOS / PHOTOS / PODCASTS</b> 	<ol style="list-style-type: none"> <li><b>Number of views / listens, embeds and impressions</b></li> <li>Completion rate for videos / Average consumption for podcasts</li> <li>Number of unique visitors to the AV portal</li> <li>Number of videos' unique viewers / podcasts' <i>[engaged]</i> listeners</li> <li>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</li> <li>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</li> </ol>	<ol style="list-style-type: none"> <li><b>Number of engagements [shares, likes, clickthroughs, print button pushed, comments]</b></li> <li>Overall usefulness of the AV product <i>[video/photo/podcast]</i> for the users</li> <li>Overall usefulness of the AV Portal for the users</li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of users having a more positive opinion of the video's / podcast's topic as a result of the AV product</b></li> <li>Percentage of users who took action as a result of the AV product</li> <li>Percentage of users who advocated or spoke positively about the video's / podcast's topic or the EU</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>WEBSITES</b> 	<ol style="list-style-type: none"> <li><b>Number of visits</b></li> <li>Bounce rate</li> <li>Number of page views</li> <li>Average time of visit</li> </ol>	<ol style="list-style-type: none"> <li><b>Conversion rate: downloads, registrations, completed forms, etc.</b></li> <li>Overall usefulness of the site and/or page</li> <li>Source of traffic <i>[assessing whether it is stemming from our communication activities, or not]</i></li> <li>Scroll behaviour: how far visitors read/scroll down on pages</li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of visitors having a more positive opinion of the site's topic as a result of the web visit</b></li> <li>Percentage of visitors who took action as a result of the web visit</li> <li>Percentage of visitors who advocated or spoke positively about the site's topic or the EU as a result of the web visit</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>SOCIAL MEDIA</b> 	<ol style="list-style-type: none"> <li><b>Number of impressions per post [compared to the page's average of past posts]</b> <i>[For Instagram Stories: impressions are views]</i></li> <li>Number of video views on social media channels</li> <li>Number of hashtag or topic mentions on social media</li> <li>Followers' growth rate</li> <li>CPM <i>[cost per mille/thousand]</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Number of engagements per post and total [shares, likes, comments]</b> <i>[For Instagram Stories: completion rate]</i></li> <li>Engagement rate <i>[engagements per impressions]</i></li> <li>Cost per result <i>[depending on objective – cost per click, cost per engagement, etc.]</i></li> <li>Tone of comments / qualitative sentiment analysis</li> <li>Traffic to website <i>[conversions from social media]</i></li> </ol>	<ol style="list-style-type: none"> <li><b>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</b></li> <li>Percentage of audience reached who took action as a result of engaging with EC social media content</li> <li>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</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>INFLUENCERS / THIRD PARTY ENDORSEMENT</b> 	<ol style="list-style-type: none"> <li><b>[Estimated] Reach per post and total</b></li> <li>Video views per post and total</li> <li>CPM <i>[cost per thousand impressions served]</i></li> <li>Accounts reached insights <i>[location, gender, age breakdowns]</i></li> </ol>	<ol style="list-style-type: none"> <li><b>Engagements [reactions, comments, shares]</b></li> <li>Engagement rate</li> <li>Cost per result <i>[depending on objective – cost per click, cost per engagement, etc.]</i></li> <li>Engaged accounts' insights <i>[location, gender, age breakdowns]</i></li> <li>Tone and type of audience reaction <i>[positive vs negative]</i></li> </ol>	<ol style="list-style-type: none"> <li><b>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 EC-sponsored content</b></li> <li>Percentage of audience reached who took action as a result of engaging with the influencer's EC-sponsored content</li> <li>Percentage of audience reached who advocated or spoke positively about the topic or the EU as a result of engaging with the influencer's EC-sponsored content</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>ADVERTISING</b> 	<ol style="list-style-type: none"> <li><b>Number of served impressions / CPM [Cost per mille/thousand]</b></li> <li>Gross reach: Number of impressions viewed by the target group <i>[number of contacts]</i></li> <li>Net reach: Percentage of target audience <i>[de-duplicated]</i></li> <li>Number of clicks / CPC <i>[Cost per click]</i></li> <li>Number of video views</li> </ol>	<ol style="list-style-type: none"> <li><b>Recall</b></li> <li>Engagements <i>[reactions, comments, shares]</i></li> <li>Conversion rate</li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of audience reached having a more positive opinion of the ad's topic as a result of the advertisement</b></li> <li>Percentage of audience reached who took action as a result of the advertisement</li> <li>Percentage of audience reached who advocated or spoke positively about the ad's topic or the EU as a result of the advertisement</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>
<b>INTEGRATED COMMUNICATION CAMPAIGNS</b> 	<ol style="list-style-type: none"> <li><b>Gross reach: Number of contacts made during the campaign</b> <ul style="list-style-type: none"> <li>Net reach: Percentage of target audience <i>[de-duplicated]</i></li> </ul> </li> <li>Cost per contact</li> </ol>	<ol style="list-style-type: none"> <li><b>Recall: Number of people who can recall a campaign message or a brand</b></li> <li>Cost per person recalling the campaign</li> <li>Increased knowledge: Percentage of audience reached having increased their knowledge about the campaign topic</li> </ol>	<ol style="list-style-type: none"> <li><b>Percentage of audience reached having a more positive opinion of the campaign's topic as a result of the campaign</b></li> <li>Percentage of audience reached who took action as a result of the campaign</li> <li>Percentage of audience reached who advocated or spoke positively about the campaign's topic or the EU as a result of the campaign</li> <li>Percentage of citizens having a more positive opinion of the EU</li> </ol>