



Red | Section 5 Measurement

To prove the value of internal communications, its impact on your business must be clear and tangible. By measuring your communications against an agreed set of objectives at regular intervals, you can identify what strategies and tactics are working well and which are not, then adjust your course accordingly.

Get the basics in place. Establish a benchmark for the effectiveness of communication today. This will give you a yardstick with which to assess future progress.

Review any existing measurement or research data, even if this comes from other teams or functions. Your online channels should give you at least some analytics, even if these relate purely to outputs, such as clicks, views, likes and downloads. Use these to establish targets for the future. Be explicit about these targets and share them with stakeholders.

Even historical data can provide some initial insight and help you identify areas of good and poor performance. Take a look at the latest employee engagement survey, particularly the responses to any open questions.

We recommend you establish a set of clear target outcomes for internal communications. Ideally, these outcomes should be quantifiable. Vague targets are harder to measure. Regular pulse checks are likely to be more helpful than a more in-depth measurement exercise that takes longer and happens intermittently.

Seek the help of experts. Find out if colleagues in external communications, HR or social media have access to any relevant insight or, better yet, measurement tools or templates that can help you. If there are customer insight experts in your business, ask how they measure effectiveness, satisfaction, and sentiment. Listen to [Evidence-based IC](#), an episode of The Internal Comms Podcast with measurement and research expert Benjamin Ellis.

Review your measurement data regularly – but don't measure merely for the sake of it. What is the data telling you? Learn from what is working well; don't focus purely on the gaps or weaknesses in your communication. Likewise, don't simply focus on the good – seek value over vanity. The practise of using data as part of planning your IC efforts will help you identify what information you might be missing. Check out Katie Macaulay's article, [Throwing paper aeroplanes in the dark](#).

If you lack confidence in this area – and many IC professionals do – [ask us](#) about our Impact and Measurement workshop. This will help you demonstrate the value of your communication efforts with tools and techniques that provide valuable data and genuine insight.

For more measurement hints and tips, download our fun *Good Thinking Guide No.2* [here](#).