



Amber

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Section 5 Measurement

Nice work. You have a measurement approach in place. It is now time to take this to the next step.

Review the outcomes you have set for IC. Are these clear and quantifiable? Consider the frequency of your measurement activities. These should be some measurement 'in the moment' that you can use to optimise your content and channels. Move beyond basic analytics, such as clicks, views, likes and downloads, to more qualitative measures that gauge sentiment and interest. Check out Katie Macaulay's article, [Throwing paper aeroplanes in the dark](#).

Ensure every project has clear and quantifiable targets set from the get-go. It will be hard to demonstrate the success of projects without this.

Have a clear plan for your measurement activities throughout the year. Show you are actively listening to the feedback you receive. Many AB clients look at data weekly from their internal news channels and, potentially, external channels such as LinkedIn; conduct quarterly, or campaign-by-campaign reviews, and run an annual channel effectiveness survey. On top of this, many will liaise with HR departments to include specific questions in regularly 'pulse' or engagement surveys.

Take find out more about why and how to measure, take a listen to [Evidence-based IC](#), an episode of The Internal Comms Podcast with measurement and research expert Benjamin Ellis.

An IC dashboard will help everyone understand how IC is performing. Make your dashboard a functional, living document by using it in your decision-making. Less is often more – too many metrics can make the measurement seem meaningless. Focus on what truly matters to your organisation, your team and your stakeholders.

Discuss with your team 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.

Review your activities with a measurement expert. If there is a customer insight team in your business, ask them to evaluate your approach to measuring effectiveness, satisfaction, and sentiment.

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](#).