

# Internal communications metrics

---

## Getting started

Begin by asking yourself how you want to show value and what you should be measuring but aren't. Are there certain numbers your leadership team value over others? How does what you do impact business results?

In the beginning, there will be a period of trial and error to see what works and what's worthy to report. If you haven't thought about this before, don't worry, here are a few steps you can take to get something up and running:

### 1. IDENTIFY KEY REPORTING PRIORITIES & KPIs

Depending on how quickly you're able to meet with your leadership and define your mandate, this step may come later, but if you're able to start with it you're well ahead already. Knowing what measures are high profile or high priority will give you a focus for your planning.

### 2. AUDIT AVAILABLE TOOLS & IDENTIFY NEEDS

Your organization may already have tools in place that can collect (or already are collecting) information that can feed into your reporting. Try speaking with marketing, HR, and IT and see if platforms like your intranet or email delivery system have accessible statistics.

### 3. DEFINE AND SET YOUR BASELINE

You'll need to determine your baseline before you can measure and report on the effectiveness of your internal communications activities, and you should do that before changing anything else.

### 4. START MEASURING

Don't let perfect be the enemy of good. Even if you're not completely sure what or how to measure your activities most effectively, it's better to get started and refine as you go than to spend months researching and letting your work go un-measured. It's better to have more information that you don't end up using, or that you use as a proxy than to be unable to explicitly show your value.

## Measures to consider

---

**REACH** is measured by how many people opened/saw/read your message. It is largely a quantitative measure tracked through:

- OPEN RATES
- CLICK THROUGH RATES
- VIEWS

**EMPLOYEE SATISFACTION** is most often and most easily measured through:

- Larger-scale EMPLOYEE SURVEYS
- QUICK POLLS

**ADOPTION RATE** is often specific to individual items, tools, or campaigns, measuring:

- SIGN UPS
- LOG-INS

**ADVOCACY** can be measured by

- SOCIAL MEDIA SHARES
- EMPLOYEE REFERRALS
- TURNOVER RATES

While many measures are essentially the same across internal communications as a function, every organization will have additional environmental and cultural factors that can provide a deeper and more meaningful context. Finding these measures is a whole other level of value that a strategic internal communicator can bring.

## Tools to measure

---

There are some common tools internal communicators use to collect pertinent information. In the end, it all depends on clearly identifying the measures that will be important to inform your activity and, from there, prove your worth.

- **DASHBOARDS** in an organization's existing comms tools (IC's Push) can provide varying levels of depth in measurement
- **SURVEYS** such as Survey Monkey or Qualtrix, will support the more in-depth information gathering

### A note on **leading vs lagging** indicators:

To show ROI to your stakeholders, you need to be able to not only show what has happened but to be able to catch things as they're happening. In order to do so, you need to measure both leading and lagging indicators.

For example, if you work for a manufacturing company, the number of workplace injuries would be a **lagging indicator**. The percentage of compliance with full personal protective equipment, on the other hand, would be a **leading** one.

Leading indicators are predictive of success, and it's something you can directly influence. The number of injuries represents something that's already happened after the fact and is thus lagging. Both measures are important as you need both sets of metrics to paint the full picture.