

Measuring the Impact of Internal Communications



Presented by
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*What questions have you
wanted to answer but never
could? Can you find the signal
in the noise?*

Typical Ways to Measure Internal Comms

- Email open rates
- Clicks
- Views
- Likes & shares
- Surveys
- Feedback

NEW Ways to Measure Internal Comms

- Reach across multiple channels (mobile, Intranet etc. from one place)
- Engagement and time spent
- Feedback and comments - sentiment
- Content type performance (video vs. text)

How does your
communications strategy
move the business forward?

Measure with Attributes

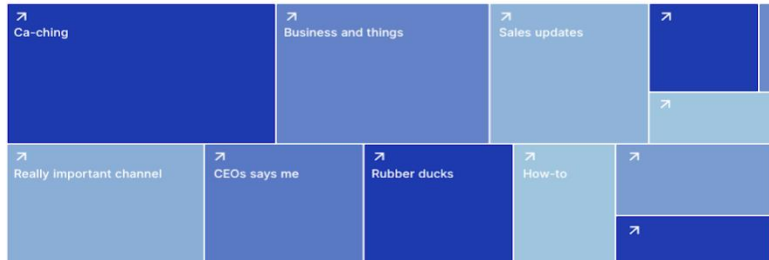
USERS LIFECYCLE



BY LOCATION



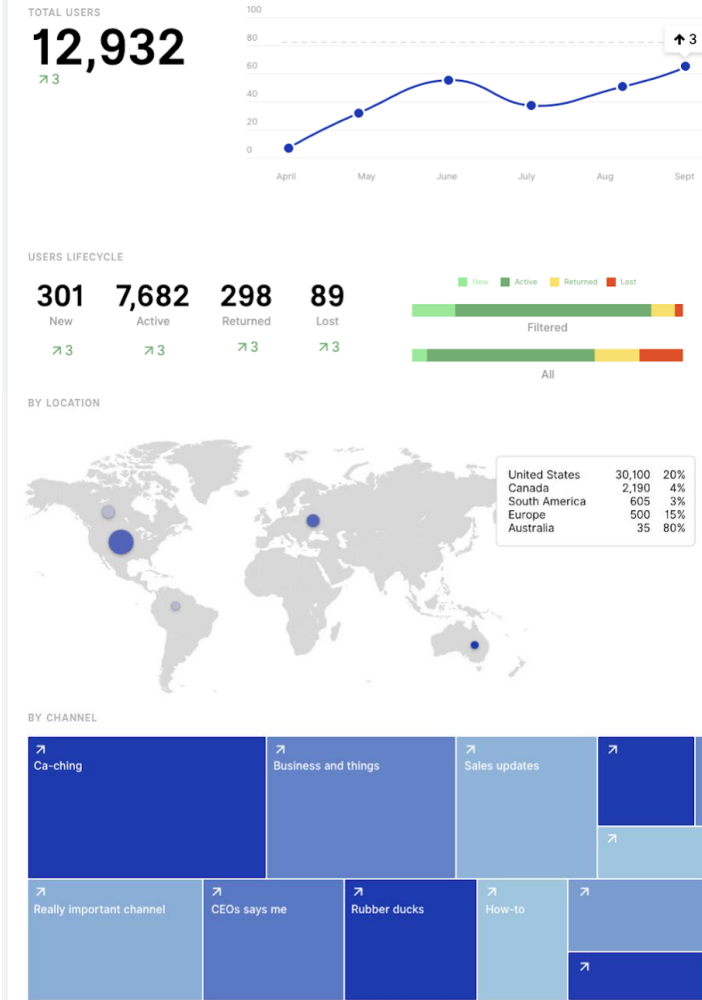
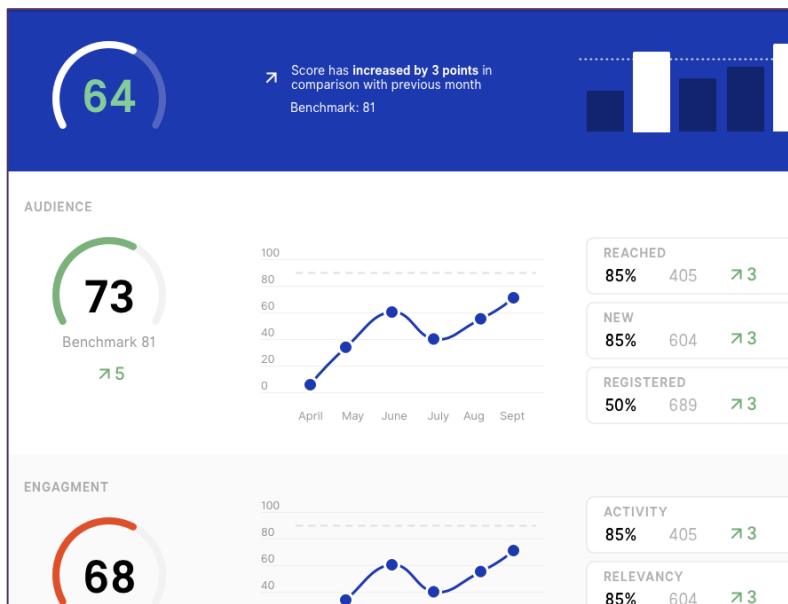
BY CHANNEL



- Location
- Department
- Role
- Tenure

Use data and insights to improve impact.

Insights are only a few clicks away



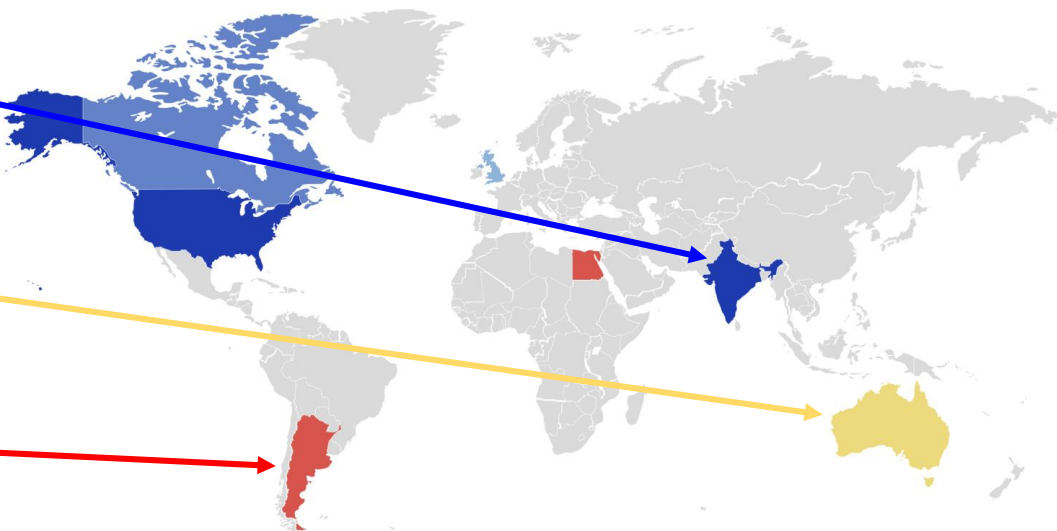
Where is safety awareness under-performing?

Topic engagement report by location

India is looking **good**

Australia is doing **ok**

Argentina is **not doing well**

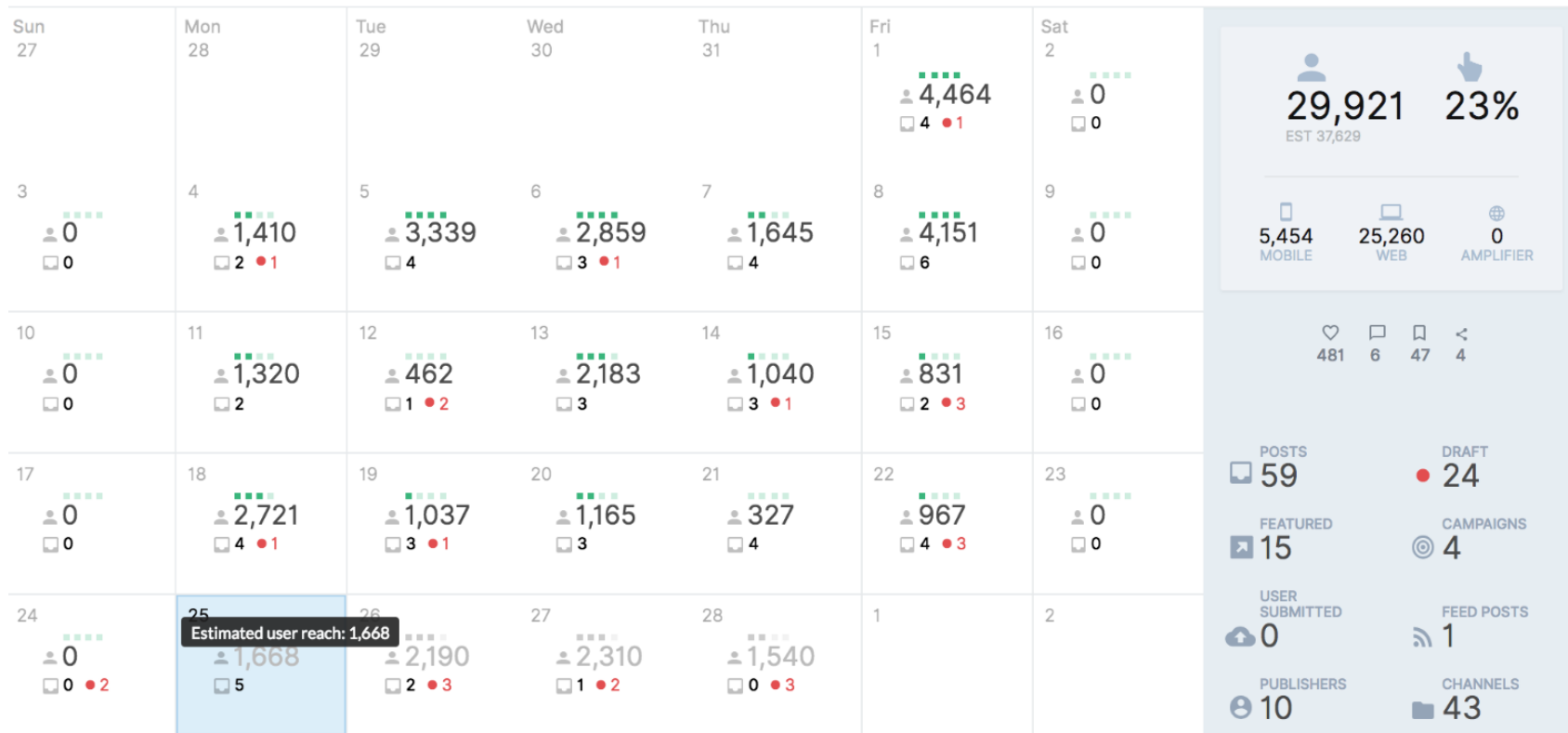


Imagine if what you published
were informed by data driven
insights.

Taking the Next Step

- What questions do you want answered? **Define them.**
- Establish measurement benchmarks
- What content types garner the most engagement?
- What channels are performing well and used the most?

Content Planner - Plan, Measure, Predict



Thank you!

Resources:

- [How to Measure Internal Communications](#)
- [7 Templates For Planning An Effective Internal Communication Strategy](#)
- [6 Surprising Data Insights You Can't Ignore](#)

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