



Top Tips On What To Measure Across Your Digital Channels

If you don't measure you can't improve - or show business value. A range of metrics are now available thanks to digital communications. Here are some of the essential metrics to capture from the three most popular digital channels - Intranet, Social and Email. Helping you understand what's working and what's not, and get a global view across your channels.

Internal Email

Gain insight into engagement, increased awareness, and actions taken.

Opens and Clicks

A good place to start, but don't stop here - and don't forget to track non-openers. Measure destinations and actions. Did they click through to your intranet or social networks? Or to read more, register, download?

Device consumption

Did they read your emails at their desk, on a tablet or their smartphone?

Content popularity

Track interest in your featured content - which of your written articles, podcasts, webcasts, videos are most popular with your audience.

Destination traffic

Email can drive increased awareness and adoption of your other channels. Group together links by destination e.g. to your intranet and social networks.

Most/Least engaged

Get a view across the organization of your most and least engaged employees; by departments, pay grade, offices, regions or countries, etc.

Intranet

Understand barriers to usefulness and value to employees.

Search terms

What are employees searching for? What words and phrases do they use in their searches?

Page views

Measure individuals and groups visiting your intranet and how often they return. Also look at frequency of an employee's visit to the same page.

Average time spent

How long are employees staying on the intranet - break it down into areas and sections.

Tasks performed

What actions are they taking - what tasks are they trying to accomplish?

Device consumption

Where are they accessing the intranet? At their desk - or remotely?

Traffic patterns

Where did employees enter, go through and exit?

Does your email channel require some attention?

Why not get in touch and see how Newsweaver can assist you in measuring and understanding your internal email channel.



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Social Network

Uptake in employee participation, collaboration and knowledge sharing.

Volume

What are employees searching for? What words and phrases do they use in their searches?

Most/least active

Measure individuals and groups visiting your intranet and how often they return. Also look at frequency of an employee's visit to the same page.

Most/least popular messages or topics

How long are employees staying on the intranet – break it down into areas and sections.

Growth patterns

Identify trends; new groups formed, increased or decreased traffic to specific sections.

Response times

Are stakeholders replying to employees' posts and feedback – and in what time-frame?

Device consumption

Where do employees access your social network – from desks, on a tablet or their smart-phone?

What's driving visits

What signposts are driving participation? Links in emails or on the intranet?

“All good communicators want to know how they are doing against their peers - and that's why it makes sense to look at industry averages. But don't stop there. In order for you to improve your communications, which are unique to your organization's goals, you need to create benchmarks tied to your own audience and strategy. This way you can monitor results and improve with each send. ”

DENISE COX, LEAD COMMUNICATIONS CONSULTANT, NEWSWEAVER

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