



**A Beginner's Guide to**

# Setting and Measuring KPIs for Internal Comms

**Prove the ROI of IC by adopting a data-oriented approach**



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## Prove the ROI of IC by adopting a data-oriented approach

Every communicator would like to be able to prove the value of their work. But it's not an easy thing to do. Measurement is one of the most challenging parts of a communicator's job. No matter which study or report you read, they all confirm that our professional community is struggling to measure their comms efforts.

### But why are we struggling?

According to the [Gallagher State of the Sector 2023 report](#), we lack time, metrics, and benchmarks.

Our reporting often lacks context. We report on the metrics readily available

in the tools we use without tying them to goals. We don't have an action plan in response to the data we uncover, and often, we receive industry advice that isn't practical in our day-to-day work.

But measurement provides us with a great opportunity to demonstrate the strategic value and impact of our work to leadership and other stakeholders — in a language that the C-level understands.

That's why we've put together this eBook to help you get started with setting and measuring some basic KPIs. Because getting started is the most important step. From there, you can and will grow your skills.

## Measurement Challenges

- ↳ Lack of time, metrics, and benchmarks
- ↳ Reporting often lacks context
- ↳ No action plan in response to the data
- ↳ A lot of industry advice is not practical





## Overview

In this eBook, we'll talk about:

1. How to think about measurement
2. The right software solutions for measuring comms
3. Benchmarks and the measurement cycle
4. KPIs for operative and strategic measurement

## 1 How to Think About Measurement

Essentially, we have two reasons for measuring our comms efforts:



### Measurement Motivations



Are we doing our job well?



Are our activities contributing to the business in the way they need to?



For the purpose of this eBook, we will split measurement into two areas:

## Operative Measurement

This includes measuring whether our channels and single internal comms activities are yielding the intended results.

## Strategic Measurement

This includes measuring whether our activities on key strategic campaigns are yielding the intended results.

In both cases, data regarding the impact of our work will help us assess whether or not we're investing our resources wisely.

Before we jump into actually measuring, there are a few things to keep in mind:



**The data you gather should be actionable.**

Be sure to think about which data you and your other stakeholders need in order to make decisions when choosing your metrics.



**Your metrics need context. When you give your data context, it comes to life.**



Here are some examples of metrics with context:

**Time context:** How do metrics change over time? Look at the same metrics from quarter to quarter to track changes.

**Audience context:** Break down your results by target audience to learn which audiences need more attention.

**Other contexts could be:** comparing the performance of specific topics, channels, and media types; or by the presenters or authors of the content.



**It's not all on your shoulders.**

While IC makes an important contribution to business outcomes, it's important to remember that its influence is only one of many factors. Take employee satisfaction for example. While good comms definitely make a difference, whether or not an employee likes their work is the combined sum of many different influences.

So, make sure to set measurement goals that focus on the impact you actually have.



## 2

## The Right Software Solutions for Measuring Comms

There are several tools and software solutions that make data collection and measurement possible.

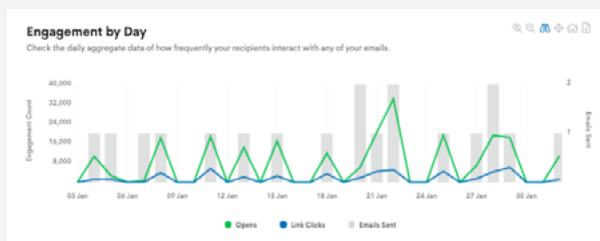
### Employee Email

**Tracked emails** let you measure any interactions with the information you're sending. Tracking the rate at which recipients open emails will show how emails are performing. For example, you could measure engagement on email by the **open and link click percentages** for each email sent during a selected time frame.

An **average unique open rate** and an **average unique click rate** can show how many recipients have been reached. If a tool tracks **engagement by email** and **engagement by day** (as seen below), line graphs can illustrate the effectiveness of email communications.



Engagement by Email in the Staffbase Analytics Dashboard



Engagement by Day in the Staffbase Analytics Dashboard

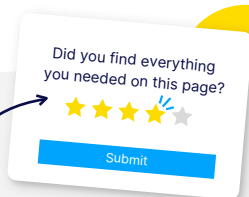
**Employee Email gives you powerful insights into the who, what, where, when, and how of your email audience. With the information gathered, you can determine everything from ideal sending times to which devices are seeing the most opens of your emails.**

## Employee Surveys

Even more engaging — and with greater opportunities for tracking interactions — are **survey solutions**.

The recurring use of work-related questions posed at regular intervals helps to establish trends and collect direct feedback. These results can also be tracked visually, for example, in the form of line graphs. The visual aide offers an easy way to display results over time.

So-called **pulse surveys** allow regular feedback on important topics or measure general employee satisfaction. These results make it possible to work with the data in real time. They can also easily address operational topics.



### In-depth employee **feedback**

Collect and act on feedback directly in your intranet.

#### Surveys

- ✓ Send quick pulse surveys for direct, anonymous feedback
- ✓ Create and send targeted, in-depth employee surveys to support larger initiatives
- ✓ Review survey and poll results and track feedback over time directly from Staffbase

## Employee Apps and Modern Intranets

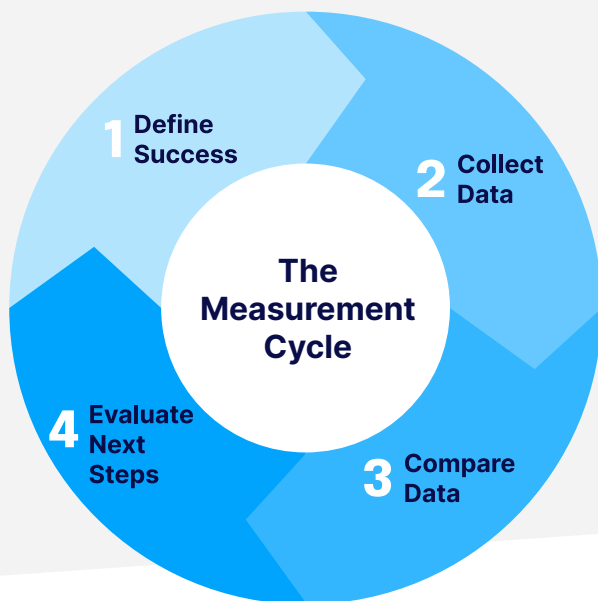
Another way to successfully measure employee engagement is by utilizing the **social features** of an **employee app** or a **modern intranet**. Similar to social media platforms, a powerful internal communications platform gives great insights into engagement. A digital environment that centralizes employee interactions makes it possible to track and measure reactions such as comments, likes, and shares, all reflecting the levels of employee interests.

**The Staffbase platform** does more than provide social features. [The front-door solution](#) combines a **mobile app and intranet**, further enhancing the ability to use **both emails and surveys** to track engagement all in one.

This makes setting and tracking KPIs easy and accessible. More than simply sending out emails, Staffbase makes it possible to reach employees with the use of **push notifications**.

The Analytics Dashboard provides information on employee engagement and all survey results are available via the Surveys plugin.

**Now that we have a framework and the means for measuring our comms efforts, how do we go about establishing our benchmarks and KPIs?**



## 3

## Benchmarks and the Measurement Cycle

You'll be happy to hear that there's a cyclic nature to measurement.

We always start by defining a standard of success. Here, we can make use of benchmarks to define success because they'll help us use previous KPIs as a point of comparison.

Secondly, we collect our KPI data and compare it to our definition of success.

We then evaluate the next steps we should take. The central question here is whether we are currently investing

our resources wisely in order to attain the outcome we're aiming for.

If we don't match our standard for success, that could be an indication that we should:



**Adjust our content**

**Increase activities in this area**

**Discontinue working on this topic altogether.**



If we do match our standard for success, this could be an indication that we should:



**Further increase our activities in this area, because it has proven to be engaging for employees.**

In particular, examining specific context can provide us with important learnings as to why this activity yielded success.

In both cases, the data we collect will inform our future benchmarking KPIs.

By now you might be thinking: **What if I'm new to measurement and don't have any benchmarking data?**

Don't worry. By collecting the same metrics for the same contexts each time you make a new round in the measurement cycle, you will have created your own set of benchmarking data in no time.

Soon you will know which times are best to share content, which target groups respond best to which types of content, or which audiences are not yet engaged. You can then use this data to set new goals — and adjust your benchmarks as your data set grows.

**Ready to take action? Let's look at the metrics we can use for operative and strategic measurement.**



## 4

## KPIs for Operative and Strategic Measurement

### Operative Measurement

Are our channels and content performing as intended?

We'll start with **operative measurement**. What are the main questions we want to answer here?



We want to know whether **our channels** are performing as intended.



We want to know whether **our content** is performing as intended.



So, how do we do that? Let's look at some of the common goals and data points available to us for our channels and content.

We can start by looking at our **Channel Metrics**.

### Channel Metrics

Is my channel performing as intended?

Goal:

✓ Reach

✓ Usage

✓ Interaction

✓ Satisfaction

**Metrics:** Registration Rate

Activity Rate on a weekly or monthly basis

Likes, reactions, comments, event registrations, survey participation, and user-generated content

Net Promoter Score (NPS): Would you recommend the channel?



**The number-one goal** for any channel is to establish reach. We can measure reach through the registration rate:  
**How many employees have signed up to receive content over this channel?**

**The next goal** is for our employees to actually use the channel. Here, we can look at the **activity rates on a weekly or monthly basis**.

**Our next goal** is for employees to interact with the channel. Here **we can measure likes, reactions, comments, event registration, survey participation, and user-generated content**.

**Finally, our goal** is employee satisfaction with the channel. This is often assessed with the help of a **Net Promoter Score, or NPS**. This data is collected with the help of an NPS survey, asking employees and content contributors whether or not they would recommend the channel. NPS can be collected quarterly or even annually.

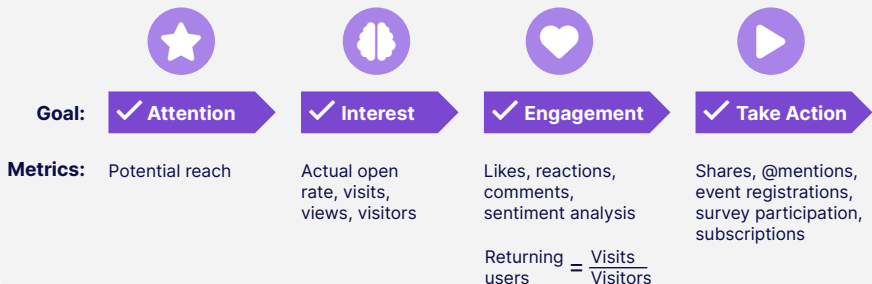
In the Staffbase platform, NPS can be collected through surveys on a 10-point scale, ranging from “not at all likely” to “extremely likely.” Often, anonymous comments are encouraged in order to generate sincere and accurate responses.

**Now let’s look at Content Metrics.**



## Content Metrics

**Is my content performing as intended?**





Examining our content metrics will allow us to measure if the content we share over our channels is performing as intended. To gain accurate insights, it's best to focus on individual pieces of content, not full campaigns.

**The first goal** when it comes to content is **getting our employees' attention**. This we can measure through potential reach. That is the total number of employees we can access through the channel.

**Next, our goal** is to **generate a high level of interest in the content we've shared**. We can see interest in statistics like the **actual opening rate**, or **number of visits, views, and visitors** of our content. We then want our employees to **engage with our content**.

This we can measure with the help of **likes, reactions, comments, and sentiment analysis**. Another good indicator for engagement is the **number of returning users**. You can calculate this by dividing the number of visits to a specific piece of content by the number of unique visitors. A result of 2.3 to 3 is a good indicator that your content is resonating with your audience. The higher this number, the more worthwhile it will be to look into the reasons why it's performing exceptionally well.

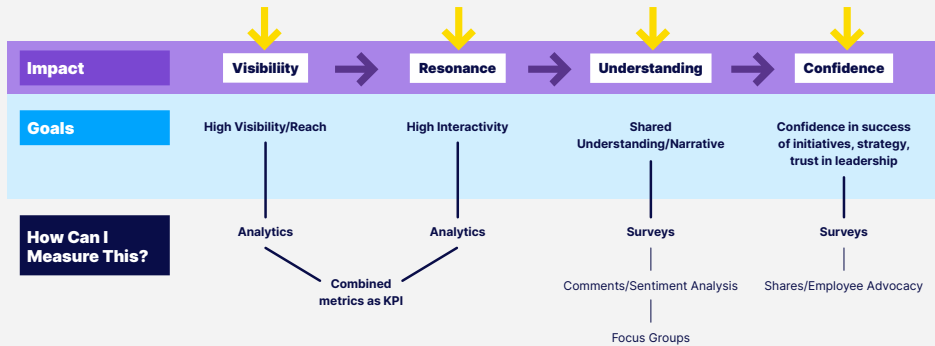


**And our final goal** can be for **employees to take action**. This we can measure through **shares, @mentions, event registration, survey participation, and subscriptions**.

Regarding both channel and content metrics, many modern digital communication solutions can easily access such data through the platform dashboard. However, when it comes to measuring returning users, subscriptions, or survey responses, you might want to collect the data at different places.

**Now let's take a look at strategic measurement.**

## Campaign/Topic Metrics



Strategic measurement is about measuring whether our work on key strategic campaigns is yielding the intended results.

Usually, comms teams have about three to four big campaigns they run annually. By measuring strategically, we can track how these campaign topics develop over the course of the year.

You can now measure visibility and resonance with the help of your operative metrics from the previous section.

To measure understanding and advocacy you will want to collect data from different places, such as surveys, sentiment analysis, shares, focus group interviews, etc.





**As with channel and content metrics, you want to set clear goals and KPIs for each campaign. These could be:**

- Creating visibility for your topic by reaching your employees
- Getting your workforce to resonate with your topic, so they engage with it on an individual level
- Having your workforce gain a common understanding of the topic by connecting them with the topic's greater context
- Creating advocacy for your topic, so that employees become internal ambassadors.

# Top 12 KPIs Measurable with a Multi-Channel Comms Platform

## Operational

### Channel:

-  Registration Rate (channel adoption)
-  Activity Rate
-  Interactions (likes, reactions, comments)
-  Satisfaction (NPS)

### Content:

-  Attention (potential reach)
-  Interest (open rates, visitors, visits)
-  Engagement (likes, reactions, comments, sentiment analysis, returning users)
-  Taking action (event registration, survey participation)

## Strategic

### Campaign/Topic:

-  Visibility (adding up the attention and interest for all posts around a campaign/topic)
-  Resonance (adding up engagement and action taken on all posts around that campaign/topic)
-  Understanding (surveys, comments, sentiment analysis, focus groups)
-  Confidence (surveys, employee advocacy)

**Don't forget, you've got to have goals!**

There's one more important step you need to take on the path toward getting started with internal comms measurement.

You need to properly match your goals and objectives to your key performance indicators if you really want to measure them successfully.

Check out our [video on Setting Goals](#) to learn more about this.

**Here's an example to illustrate the point about setting clear strategic internal comms goals.**



## Clear Strategic Comms Goals



### Say your objective is to:

Establish focused communication that clearly orients all employees in regard to four strategic focus topics.



### Your key results could be that:

**The four focus topics** (in other words, your four campaigns) generate double the attention of every other topic combined

**The four campaigns** are above the benchmark for interest and engagement in their respective channel and target group

**90% of the employees** know the focus topics at the end of the year and can align them with corporate strategy.



We hope you now feel more confident about getting started with setting and measuring your internal communication metrics. Once you have the numbers to back up your work, it will make your life so much easier. You'll be able to prove the value of your efforts, understand what works and what doesn't, and use your findings to justify increased budget in the most effective comms areas.

**Best of all, you'll be able to increase engagement and dialogue with key messages through highly relevant, targeted comms, sent via the most effective channels.**



## What if you could measure employee engagement with the same tool used to create it?

**Sign up for a free demo of the Staffbase platform today!**

[staffba.se/3XhGjFM](https://staffba.se/3XhGjFM)

