

# Measuring Internal Communications

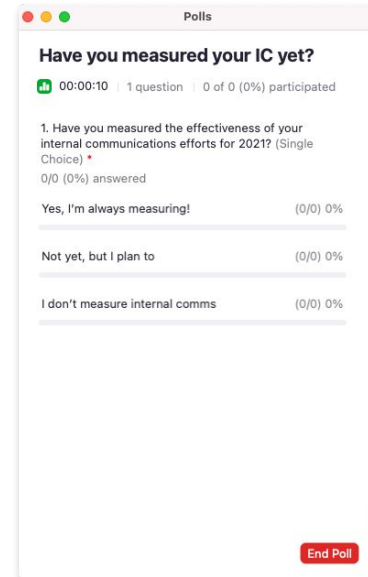


**Kelly Batke + Kristy Cuddeford**

## POLL QUESTION

# Have you measured the effectiveness of your internal communications efforts for 2021?

- ✿ Yes, I'm always measuring!
- ✿ Not yet, but I plan to
- ✿ I don't measure internal comms





**Kelly Batke**

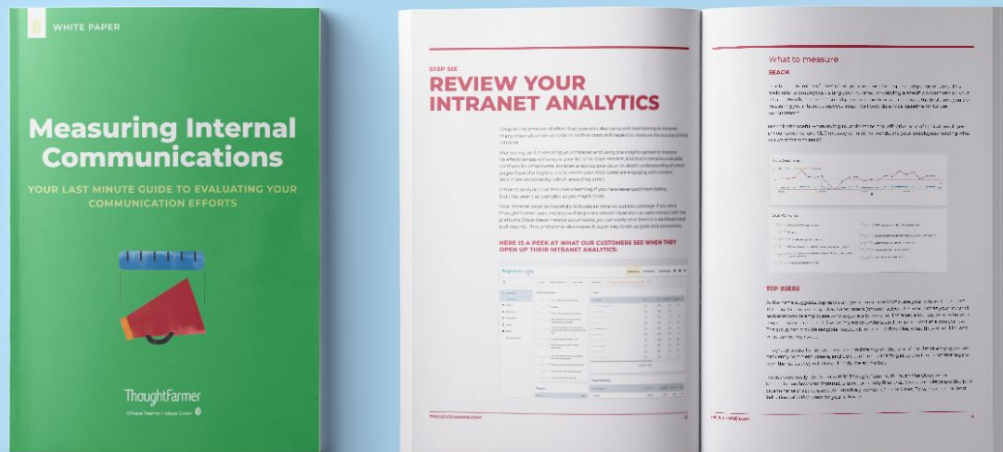
Senior Content Writer



**Kristy Cuddeford**

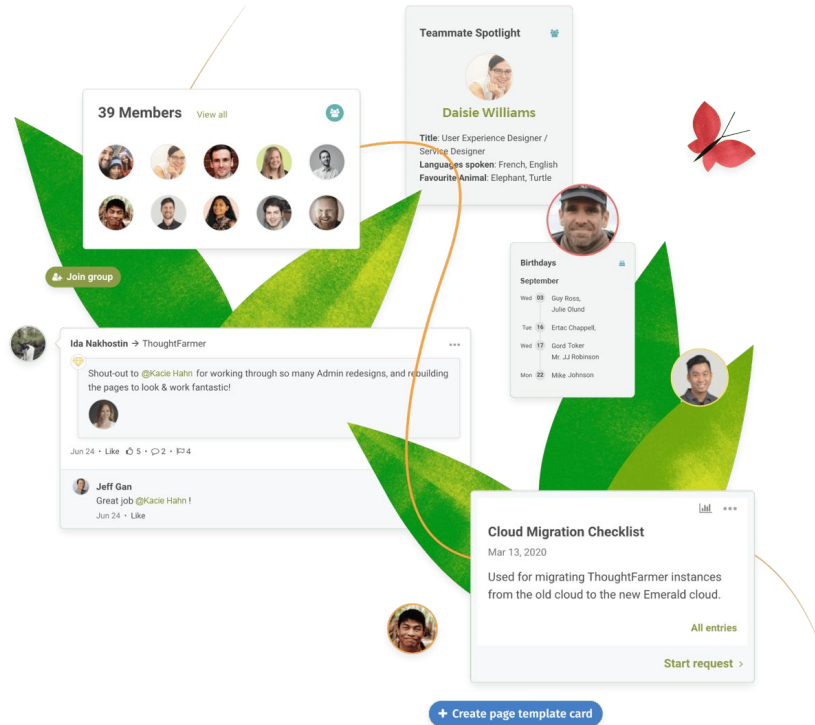
Marketing Manager

# thoughtfarmer.com/resources



## Agenda

- ✿ Measuring your internal comms efforts
- ✿ Questions and answers



**ThoughtFarmer was founded on a simple principle: to make work better.**

**Our intranet software brings people, teams and ideas together.**

# Measuring your internal comms efforts



Step 1

## Start with why

What is obvious to you isn't always obvious to everyone else.





# Why you should measure your internal comms efforts

- To improve internal communication
- To improve access to information or knowledge
- To improve collaboration
- To streamline specific processes
- To improve workplace culture
- To justify your internal communications budget
- To save time and money
- To make you look like a hero



## PRO TIPS

- Consider your organizational goals, and where possible try to align your internal communications goals to your organizational goals.
- Also consider looking at core values and mission statements.

Step 2

# Conduct an audit

Don't forget to include the less obvious channels!



# Sample channels

In-Person	Digital	Written
<ul style="list-style-type: none"><li>• Coffee chats</li><li>• In-person events<ul style="list-style-type: none"><li>• Roundtables</li><li>• Lunch and learns</li><li>• Presentations</li><li>• Town halls</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Intranet</li><li>• Email</li><li>• Virtual events</li><li>• Idea / Suggestion forms</li><li>• SMS messaging</li><li>• Internal social networks</li><li>• Podcasts</li><li>• Team chat tools</li><li>• Video</li><li>• Wikis</li><li>• Chatbots</li></ul>	<ul style="list-style-type: none"><li>• Notice boards</li><li>• Brochures</li><li>• Newsletters</li><li>• Policies</li><li>• Manuals</li><li>• Message from the CEO</li><li>• Feedback boxes</li></ul>

Step 3

# Send a survey

Who doesn't love a survey?



FormFlow!

The screenshot displays the FormFlow interface for an 'Employee Survey'. The top navigation bar includes 'HISTORY', 'YOUR GROUPS', 'ALERTS', a search bar, and the user 'Ian Blake'. The main header shows 'Forms overview' and 'Employee Survey' with a 'Preview' button and a 'Launch' button. A sidebar on the left lists 'select elements' with icons for various form components: Text field, Paragraph, Rich text, Dropdown, Radio button, Check box, Date, Time, Number, Website, Email, Table, File upload, Image upload, People lookup, Telephone, Page lookup, Rating scale, and Matrix. The main content area shows 'Show deleted elements' and a section titled 'Section 1' with a message 'Thanks for taking our survey!' and an image of wooden blocks spelling 'THANK YOU' with a heart. Below this is 'Section 2' with three questions, each followed by a 'Please elaborate' text input field.

Forms overview

Employee Survey

Owned by Ian Blake

Preview Launch

Workflow Messaging Permissions Notifications

select elements

Drag elements to the right to build your form.

Text field Paragraph Rich text

Dropdown Radio button Check box

Date Time Number

Website Email Table

File upload Image upload People lookup

Telephone Page lookup Rating scale

Matrix

Instructions Heading Section break

Show deleted elements

Display each section as a separate page

Section 1

Thanks for taking our survey!

Section 2

Do you feel connected to our company mission?

Please elaborate

Do you understand our corporate goals? And do you understand how your work ties into them?

Please elaborate

Do you feel there is strong communication between departments?

Please elaborate

## Sample questions

- Do you feel connected to our company mission and purpose?
- Do you understand our corporate goals, and how your work ties into them?
- Do you feel there is strong communication between teams and departments?
- If you are a remote worker, do you feel connected to what's happening inside the company?
- Have you been with the organization less than one year? If so, do you understand where to access important information?
- Do you enjoy reading internal communications?



## PRO TIPS

- Keep it concise and to the point. The end goal of the survey is to have valuable data. If your survey is too long or extensive, your employees are less likely to complete it, and you won't get the data you need.
- Consider making your survey anonymous to increase the response rate.

Step 3

# Consider a focus group

Real conversations are the best conversations.





# Sample qualitative data captured

## Focus Group Discussions

A focus group was held two months ago to discuss internal communication

Number of participants	Departments represented	Chief concerns cited	Things that are working well
9	<ol style="list-style-type: none"><li>1. Sales</li><li>2. Customer success</li><li>3. Finance</li><li>4. Development</li></ol>	<ul style="list-style-type: none"><li>• Lack of employee</li><li>• Recognition</li><li>• Lack of inter-departmental communication</li></ul>	<ul style="list-style-type: none"><li>• Launch of new internet</li><li>• Frequent CEO emails</li></ul>



## PRO TIPS

- While the intent of a focus group is discussion, you still need a strong purpose and desired outcome.
- As a general rule, five to six questions is appropriate, and there should be a logical flow to each question.
- To prevent your focus group discussion from turning into a venting session, prioritize potential solutions.
- Consider concluding each session by asking participants the one thing they would like to change if they could. This question can help highlight issues that are considered most significant by the people who matter most.

Step 4

# Look at your exit interviews

A perfect opportunity to see if internal communication played a role in turnover.



## 2021 Exit Interview Statistics

A summary of employee turnover in the last 12 months

Number of employees who departed	Average employee tenure	Top reasons cited for departing
32	6 years, 3 months	<ul style="list-style-type: none"><li>• New opportunity</li><li>• Lack of internal communication</li><li>• Lack of recognition</li></ul>



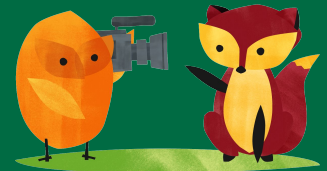
## PRO TIPS

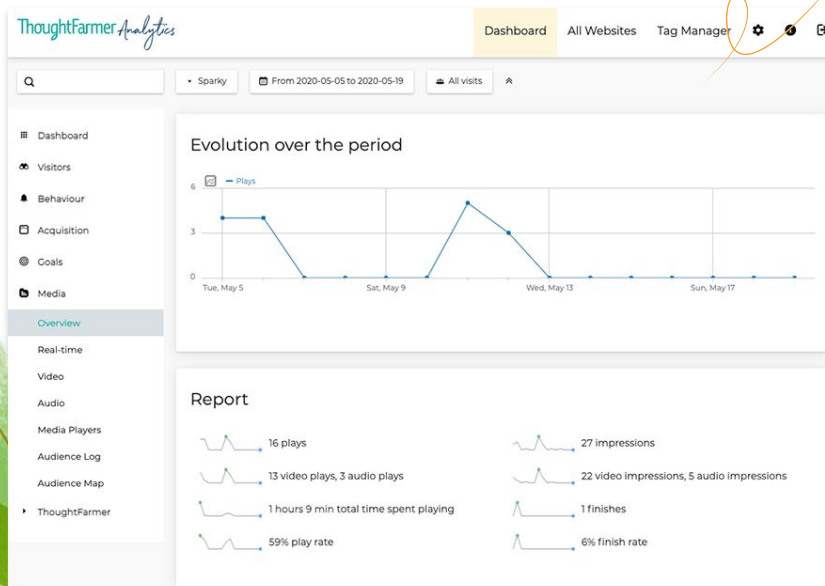
- Make friends with HR! You will need their support and assistance on this section.
- Start planning for next year by suggesting communication questions in upcoming exit interviews.

Step 5

# Review video meeting analytics

Because many meetings are now hosted on video platforms.





## 2021 Video Meeting Analytics

A snapshot of our meetings held over the last 12 months.

Number of town hall meetings **12**

Avg. number of attendees **128**

Avg. session duration **1hr 12mins**

Avg. participant attendance **32mins**



## PRO TIPS

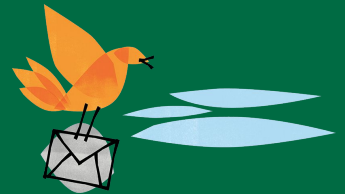
- Consider including meeting-related questions in your survey.
- If you end up with large subsets of data, get granular in your segmentation. For example, look at the participants asking questions in a town hall. Do they represent your workforce equally? Do women feel empowered to speak up?
- Upload town hall recordings to your intranet so team members who can't attend 'live and in-person' can still watch the recap

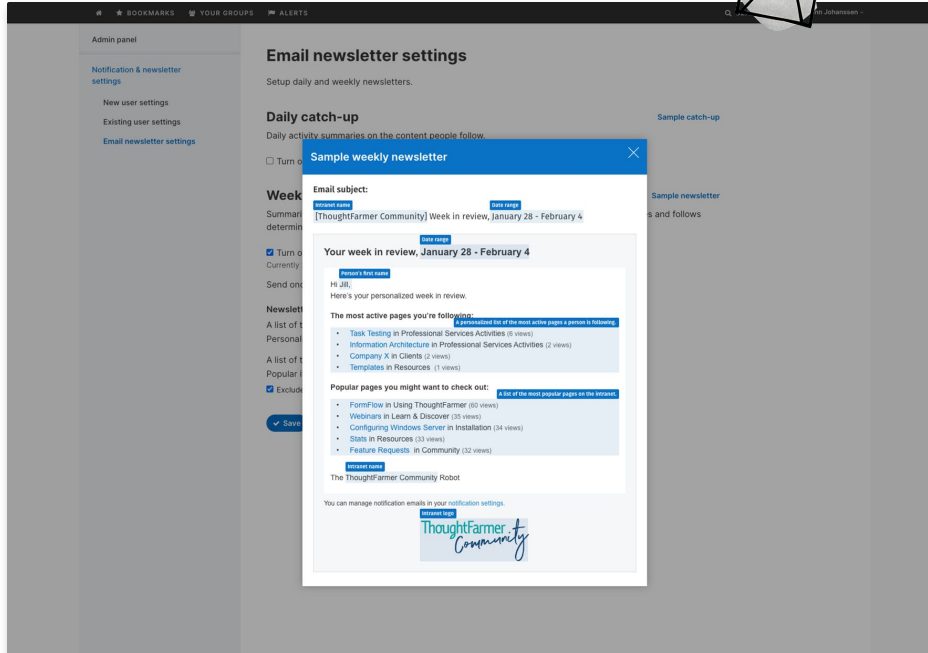
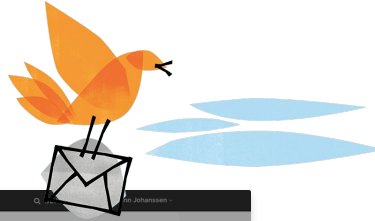


Step 6

# Review internal email analytics

Like it or not, email is still a key communication channel.





## 2021 internal email analytics

An overview of internal emails sent over the last 12 months.

# of internal emails sent **55**

Avg. open rate **34.5%**

Avg. click through rate **4.2%**

Avg. time spent reading **1min 13sec**



## PRO TIPS

- Research shows that only 65% of internal emails are ever opened. And of those who do open emails, even less actually take action. If this matches what you are seeing in your organization, it might be time to rethink if this is the best channel for internal communication within your organization.

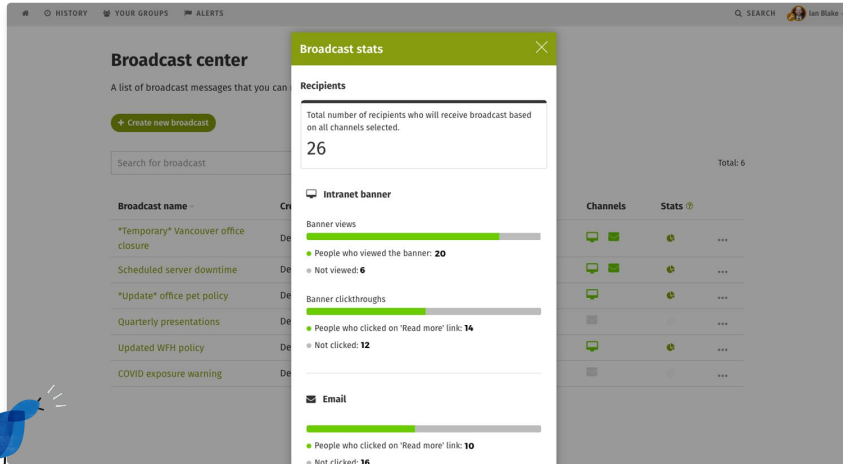
Step 7

# Measuring critical announcements

\*ThoughtFarmer customers only



## Broadcast



**Broadcast center**  
A list of broadcast messages that you can

+ Create new broadcast

Search for broadcast

Broadcast name	Channels	Stats
*Temporary* Vancouver office closure	...	...
Scheduled server downtime	...	...
*Update* office pet policy	...	...
Quarterly presentations	...	...
Updated WFH policy	...	...
COVID exposure warning	...	...

**Broadcast stats**

**Recipients**  
Total number of recipients who will receive broadcast based on all channels selected.  
**26**

**Intranet banner**

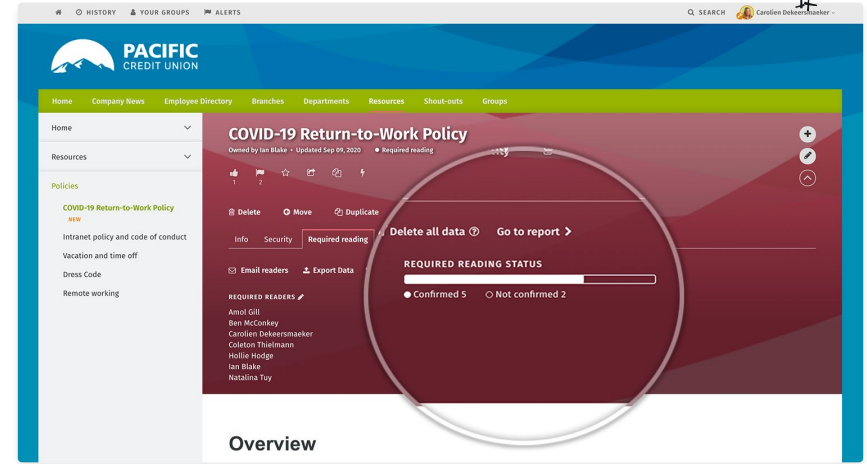
**Banner views**  
 ● People who viewed the banner: **20**  
 ● Not viewed: **6**

**Banner clickthroughs**  
 ● People who clicked on 'Read more' link: **14**  
 ● Not clicked: **12**

**Email**  
 ● People who clicked on 'Read more' link: **10**  
 ● Not clicked: **16**

Total: 6

## Required reading



**PACIFIC CREDIT UNION**

Home Company News Employee Directory Branches Departments Resources Shout-outs Groups

**COVID-19 Return-to-Work Policy**  
Owned by Ian Blake • Updated Sep 09, 2020 • Required reading

Info Security Required reading

Delete all data Go to report

**REQUIRED READING STATUS**

Confirmed 5 Not confirmed 2

**REQUIRED READERS**

- Amol Gill
- Ben McConkey
- Caroline Debeverman
- Colston Thielmann
- Hollie Hodge
- Ian Blake
- Natalina Tuy

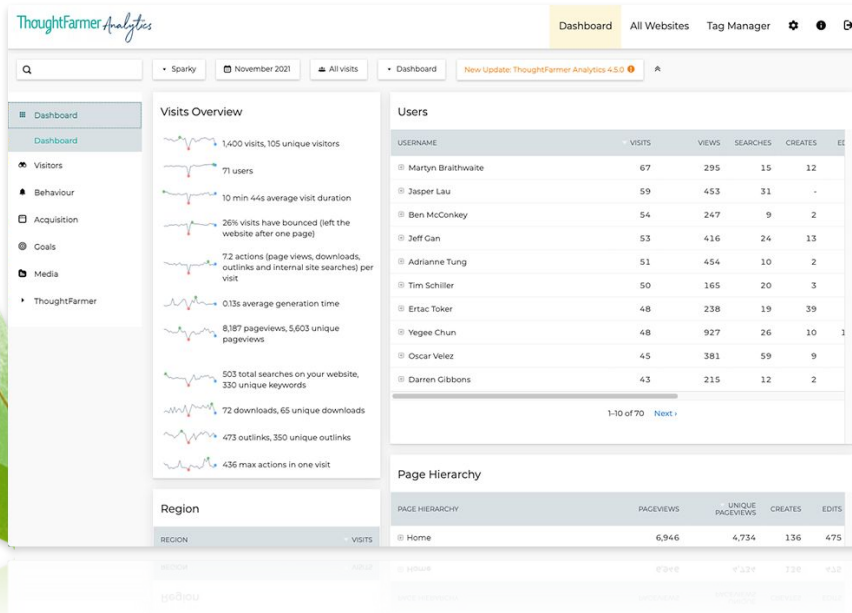
**Overview**

Step 7

# Review your intranet analytics

Are you neglecting your most important source of information?





## Intranet Analytics

- Reach
- Top users
- Usage
- Page Hierarchy
- Content engagement
- Community metrics
- Cost savings

*Read this post!*

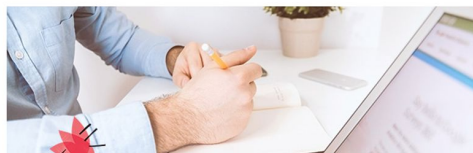
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## 8 key intranet metrics you should be tracking

An intranet is an ongoing commitment that requires constant monitoring, adjusting, and measuring. Here are eight metrics to track to ensure the success of your solution beyond launch day.

**January 31, 2019**

**M** easurable data—whether you are an internal communicator or a CEO—is a powerful force. Having this information readily available helps you make smart decisions, implement quick changes, and uncover extraordinary insights.

The challenge isn't just collecting data, it's collecting the right data—and deciphering that data. Many organizations fail at measuring the success of their intranet because certain statistics aren't available, the

### You might also like...

#### Create an effective measurement strategy

Design meaningful & actionable metrics with these 4 steps. [➤](#)

#### Measuring the success of your intranet project

Determine what goals you want your intranet to help achieve. [➤](#)

#### Create an intranet evaluation survey

An easy (and fun) way to collect data about your intranet. [➤](#)

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## PRO TIPS

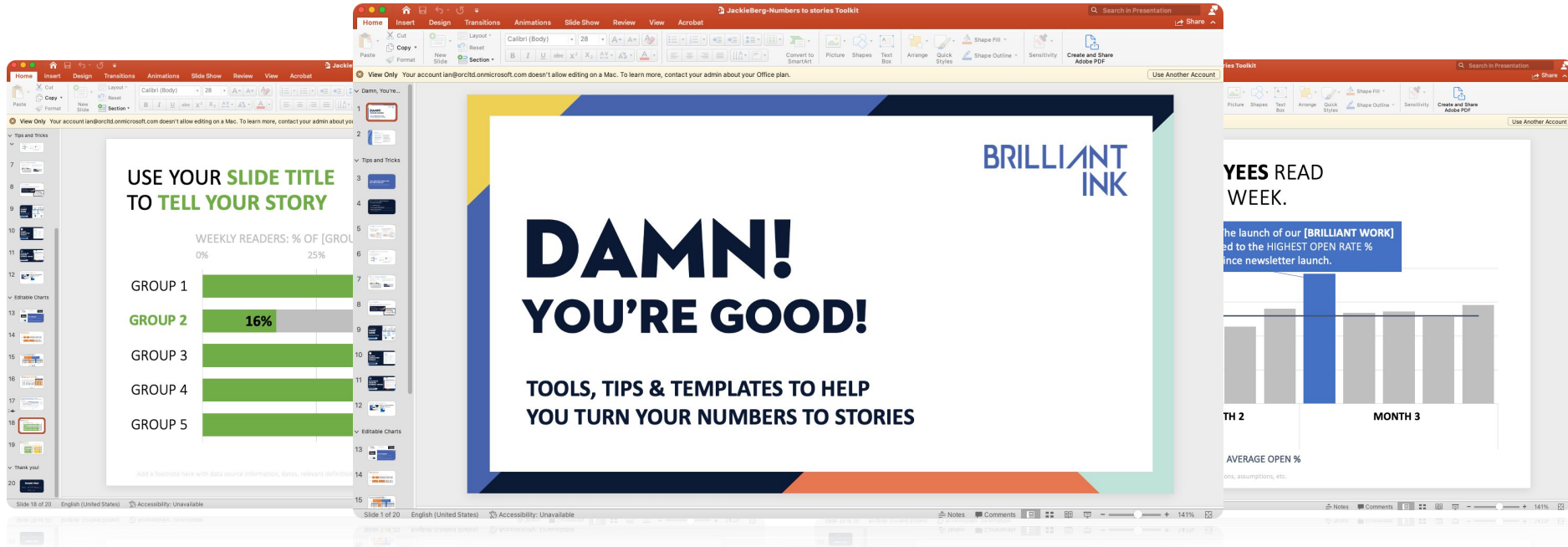
- Get creative with segmentation. Segmenting by departments and teams can provide valuable insight into your organization, it is just as important as general intranet usage.
- Make sure you look at outliers, both positive and negative. And if you do find outliers, try to learn why a specific department is engaging differently than another—you might just learn something remarkable.
- Try to pull metrics from as large a sample size as possible to avoid making assumptions.
- Don't forget to also measure your mobile users. This is especially important if you have frontline workers or deskless employees.

Step 8

# Present your findings

Now it's time for the fun part!





Step 9

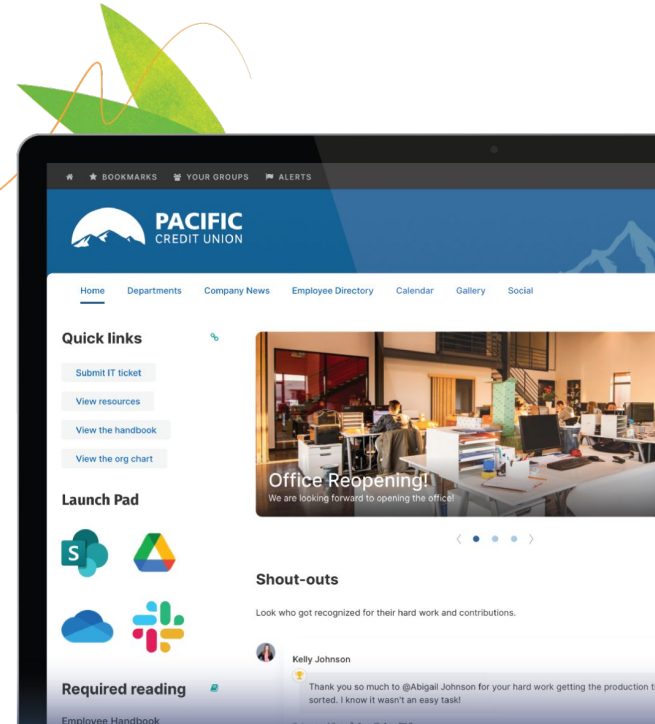
# Prepare for next year

It's never too early to start planning for next year.



# Preparing for 2022...

- ✿ Benchmark your data
- ✿ Understand your organization's variables
- ✿ Get strategic with questions



# Questions



# Learn more or get in touch

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