Measurement of Communication at Statistics Finland

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Key points

- Measurement of communication shows how communication helps the organisation to reach its goals.

- The indicators of communication are linked to the organisation's strategic objectives.

- The indicators of communication demonstrate how resources have been utilised, what works and what does not.

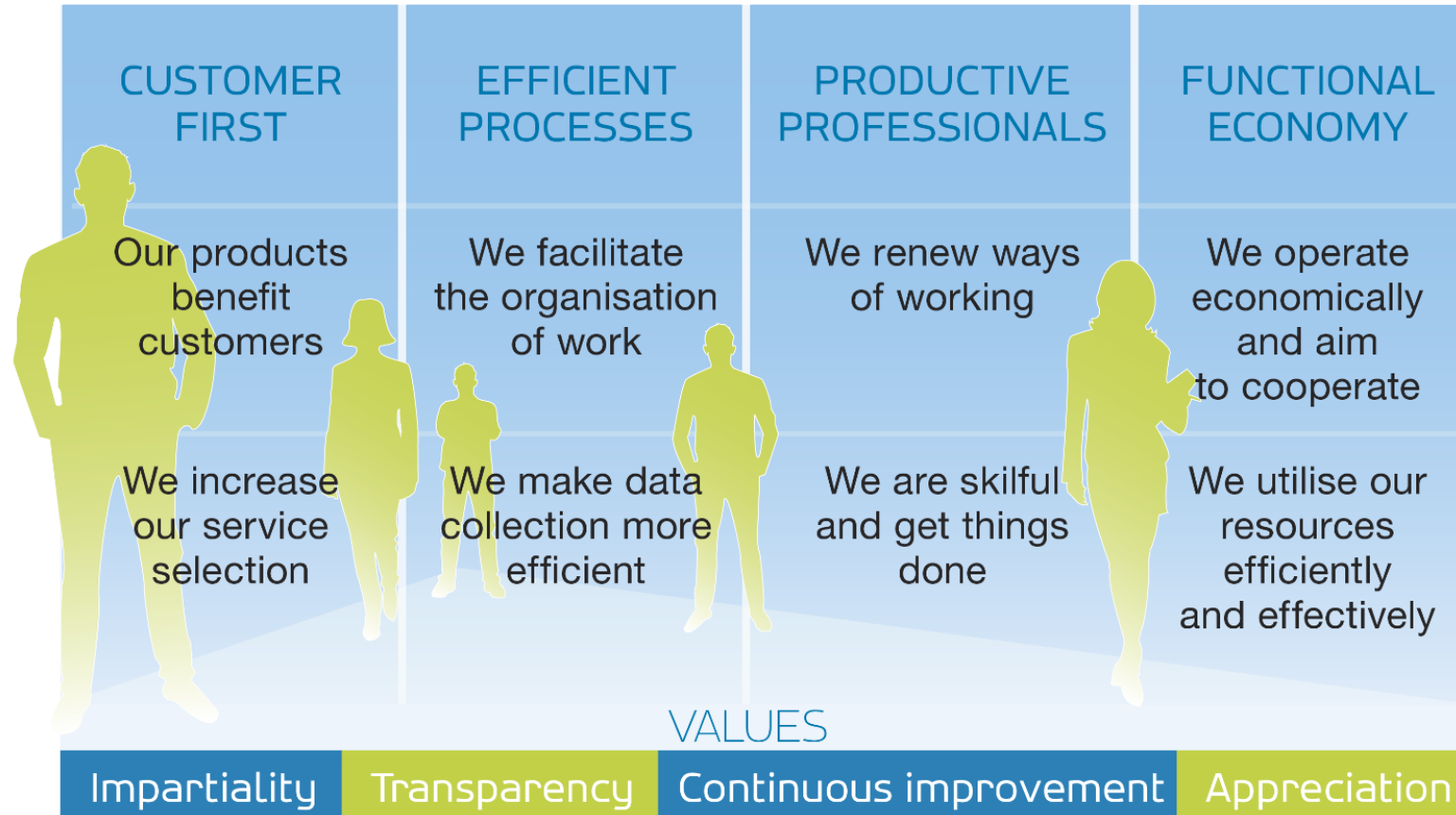- Measurement of communication is a continuous process

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Strategy as a basis

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Strategy of Statistics Finland

VISION FACING THE FUTURE WITH KNOWLEDGE –
RELIABLE STATISTICS FOR THE BENEFIT OF CUSTOMERS

STRATEGIC GOALS 2016 TO 2019

CUSTOMER FIRST	EFFICIENT PROCESSES	PRODUCTIVE PROFESSIONALS	FUNCTIONAL ECONOMY
Our products benefit customers	We facilitate the organisation of work	We renew ways of working	We operate economically and aim to cooperate
We increase our service selection	We make data collection more efficient	We are skilful and get things done	We utilise our resources efficiently and effectively

VALUES

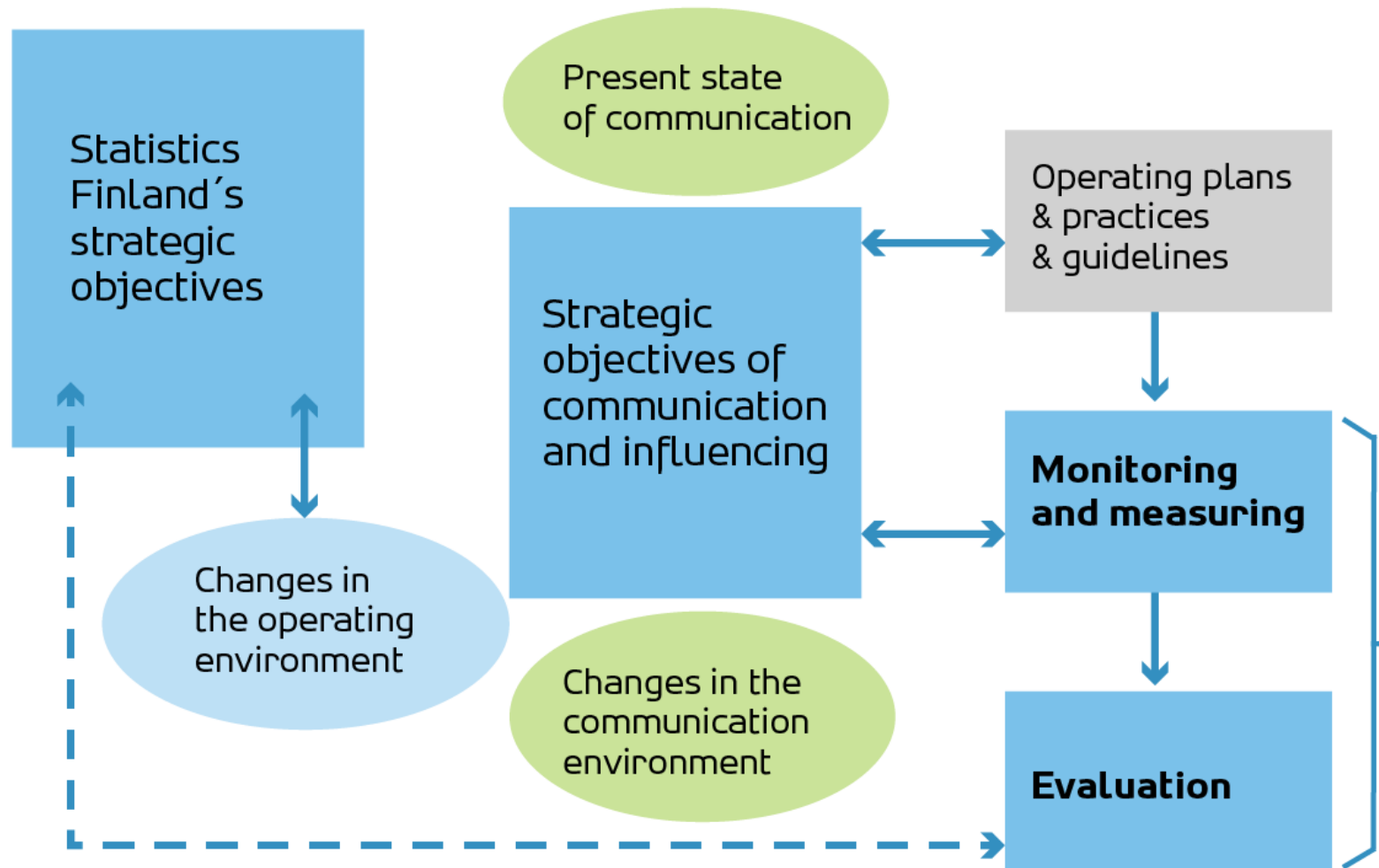| Impartiality	Transparency	Continuous improvement	Appreciation

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Main goals of communication, based on the strategy

- Customer commitment and responding to their needs and expectations

- Internal collaboration and employee communication

- Public and media visibility and the effectiveness of communication

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Indicators of communication are linked to the organisation's goals Source: Elisa Juholin 2010/2013

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Dynamic cycle of evaluation
Source: Elisa Juholin 2010/2013

Are we doing the right things?
Are our plans based on facts/
realism and on future challenges?

1. Evaluation of plans

Are we acting right/wisely?
What is happening?
Where are we going?

4. Development

Statistics Finland´s strategic objectives

2. Listening, monitoring and quick evaluation of processes and the present

Where to improve?
What should be developed?

3. Evaluation of effectiveness

What was reached?
The result and final result of communication?
Did we attain the targets?

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SMART model for objectives

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Source: AMEC

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Case: Proposed indicators

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Measurement of communication

- Both quantitative and qualitative indicators are utilised in measurement of communication

- Measurement and evaluation must be transparent, consistent and based on valid analyses

Indicators – Customer commitment and responding to their expectations

Target	Strategic aims	What is monitored	Current indicators	Proposed new indicators
Customer commitment and responding to their expectations	Customer first	Business image surveys, data user surveys, separate product-specific surveys, course evaluations	School grade for chargeable assignments, satisfaction with customer training	Familiarity, reliability, impartiality, intelligibility of information, recommendation of chargeable assignments' data

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Indicators – Internal collaboration and communication

Target	Strategic aims	What is monitored	Current indicators	Proposed new indicators
Internal collaboration and communication	Productive professionals	Personnel survey, intranet user surveys	-	Exchange of information, intranet use and technical competence

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Indicators – Public visibility and effectiveness

Target	Strategic aims	What is monitored	Current indicators	Proposed new indicators
Public visibility and effectiveness	Customer first	Publicity analysis, web pages, social media channels	Editorial mentions in printed media, blog posts, subscribers to newsletter	Articles, expert interviews, experts' Twitter accounts, experts' presentations in international meetings

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Indicators – social media - Facebook

Channel	Objectives	Target groups	Indicators from the beginning of 2017
Facebook	To reach and activate new data users and make Statistics Finland's data known.	New users of statistics, potential customers of services and products.	Weekly: successes of posts. Once a month: the number of followers, visits to web pages. Every 3 months: content evaluation.

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Indicators – social media - Twitter

Channel	Objectives	Target groups	Indicators from the beginning of 2017
Twitter	To reach and activate data users, bring forth Statistics Finland's experts and present topical views to discussion.	Media, experts, decision-makers.	Weekly: successes of tweets. Once a month: followers, shares, likes, information service questions, visits to web pages. Every 3 months: content evaluation, Statistics Finland's experts on Twitter.

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Indicators – social media - LinkedIn

Channel	Objectives	Target groups	Indicators from the beginning of 2017
LinkedIn	To network professionally, to develop the employer image.	Potential job applicants	Once a month: number of followers. Every 3 months: shares of recruitment ads.

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Indicators – social media - Instagram

Channel	Objectives	Target groups	Indicators from the beginning of 2017
Instagram	To raise familiarity among young people, give a visually interesting image of Statistics Finland, an image of a living workplace.	Young potential job applicants.	Once a month: number of followers. Every 3 months: number of likes and comments.

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# Evaluation of effectiveness

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Effectiveness

- Measurement of communication must be directed to effectiveness and not only to outputs and direct reactions.

- Effectiveness must be viewed not only relative to communication but to the results and success of the whole organisation.

Knowledge	Understanding	Influencing

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Familiarity with Statistics Finland, 1975 to 2016

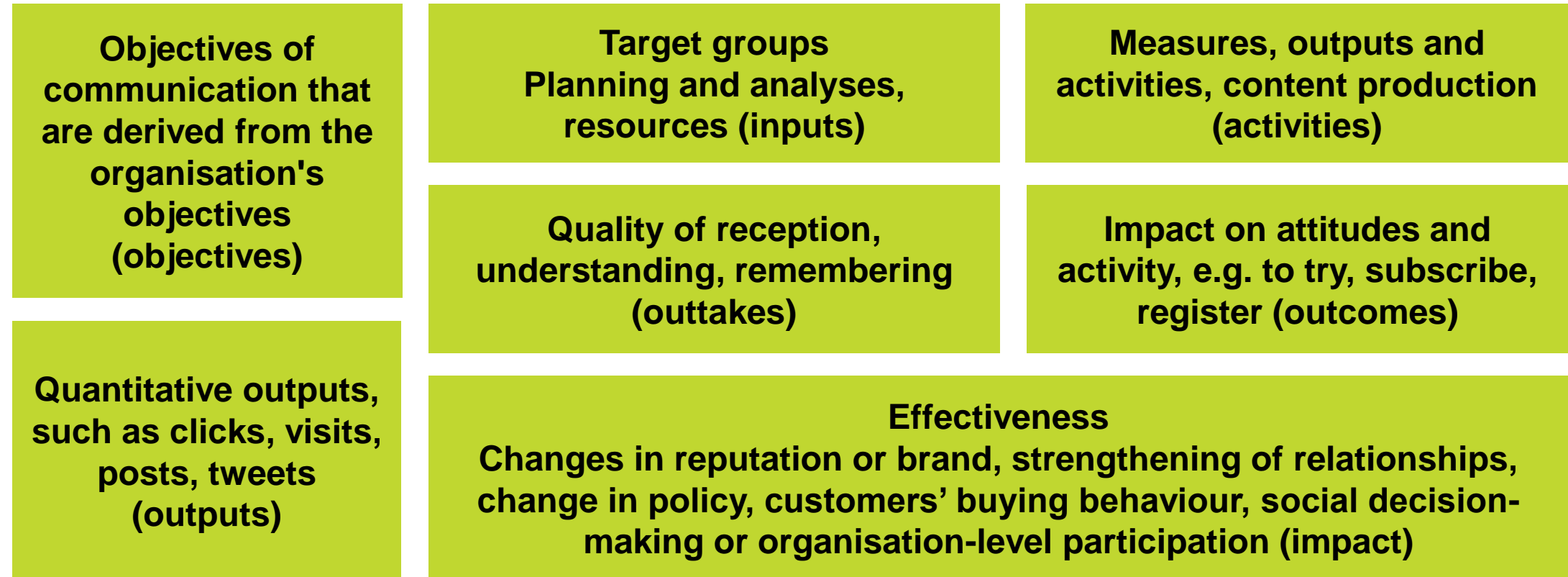% of respondents familiar with SF*

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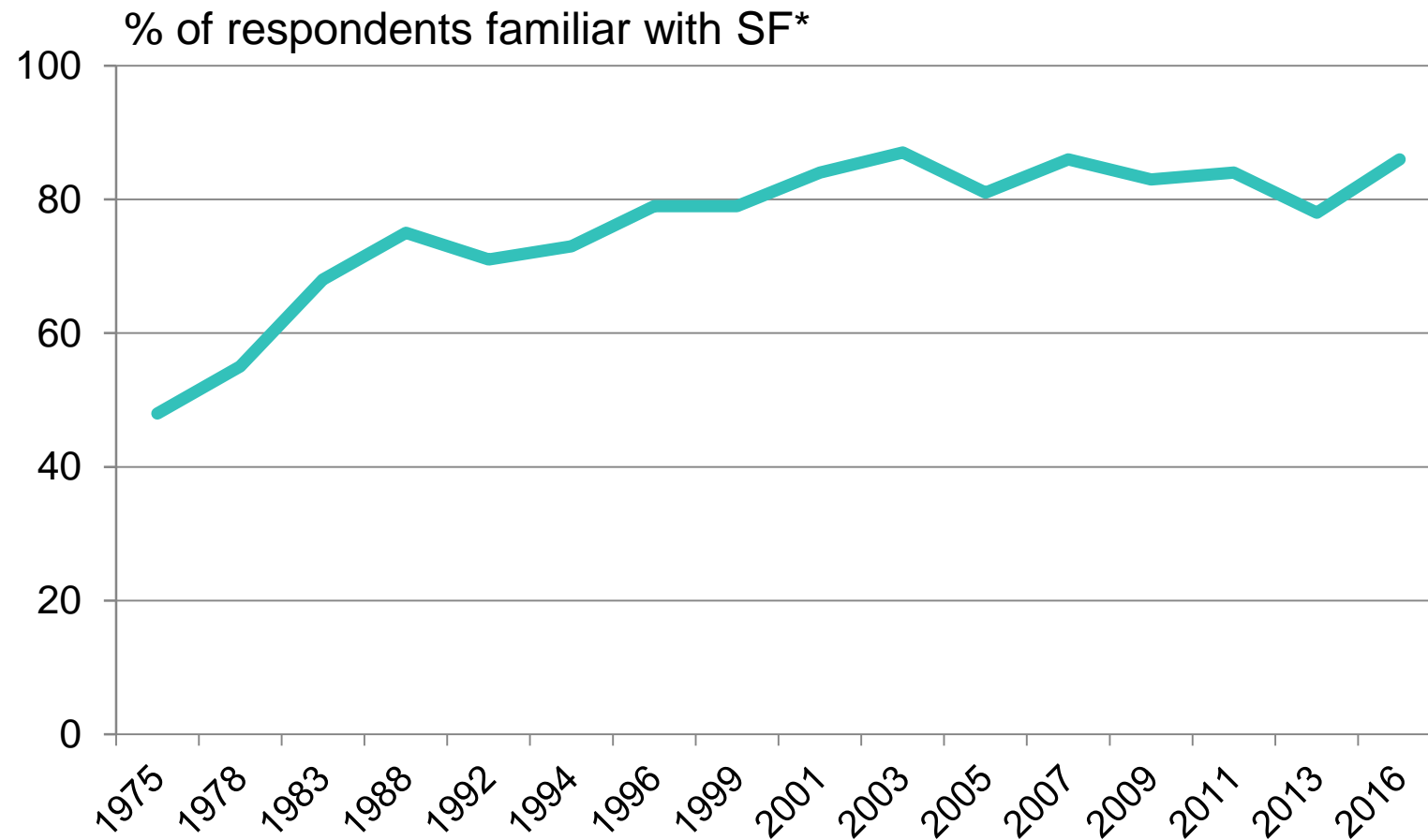
Effectiveness as a key objective

- Number of mentions in editorials
- Experts in social media and as blog writers
- Number of users of digitised statistical publications
- Visits on the stat.fi pages
- Usage volume of researcher service

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Effectiveness according to the AMEC model

Objectives of communication that are derived from the organisation's objectives (objectives)

Target groups Planning and analyses, resources (inputs)

Measures, outputs and activities, content production (activities)

Quality of reception, understanding, remembering (outtakes)

Impact on attitudes and activity, e.g. to try, subscribe, register (outcomes)

Quantitative outputs, such as clicks, visits, posts, tweets (outputs)

Effectiveness Changes in reputation or brand, strengthening of relationships, change in policy, customers' buying behaviour, social decision-making or organisation-level participation (impact)

Source: Elisa Juholin and AMEC

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Conclusions

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Conclusions

- Clarify the objectives of the organisation and communication

- Connect the indicators to the objectives

- Think out the processes

- Also measure and evaluate effectiveness

- Develop the activity based on the results

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We all are statistics

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