Measurement of Communication at Statistics Finland

Mervi Ukkonen
UNECE Workshop on Data Dissemination and Communication
28 to 30 June 2017
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
Strategy as a basis
Strategy of Statistics Finland

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

STRATEGIC GOALS 2016 TO 2019

CUSTOMER FIRST
- Our products benefit customers
- We increase our service selection

EFFICIENT PROCESSES
- We facilitate the organisation of work
- We make data collection more efficient

PRODUCTIVE PROFESSIONALS
- We renew ways of working
- We are skilful and get things done

FUNCTIONAL ECONOMY
- We operate economically and aim to cooperate
- We utilise our resources efficiently and effectively

VALUES
- Impartiality
- Transparency
- Continuous improvement
- Appreciation

28 to 30 June 2017  Mervi Ukkonen Statistics Finland
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
Indicators of communication are linked to the organisation's goals

Source: Elisa Juholin 2010/2013
Dynamic cycle of evaluation

1. Evaluation of plans
   - Are we doing the right things?
   - Are our plans based on facts/reality and on future challenges?

2. Listening, monitoring and quick evaluation of processes and the present
   - Are we acting right/wisely?
   - What is happening?
   - Where are we going?

3. Evaluation of effectiveness
   - What was reached?
   - The result and final result of communication?
   - Did we attain the targets?

4. Development
   - Where to improve?
   - What should be developed?

Source: Elisa Juholin 2010/2013
SMART model for objectives

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

Source: AMEC
Case: Proposed indicators
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

<table>
<thead>
<tr>
<th>Target</th>
<th>Strategic aims</th>
<th>What is monitored</th>
<th>Current indicators</th>
<th>Proposed new indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer commitment and responding to their expectations</td>
<td>Customer first</td>
<td>Business image surveys, data user surveys, separate</td>
<td>School grade for chargeable assignments, satisfaction with customer training</td>
<td>Familiarity, reliability, impartiality, intelligibility of information, recommendation of chargeable assignments’ data</td>
</tr>
<tr>
<td></td>
<td></td>
<td>product-specific surveys, course evaluations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Indicators – Internal collaboration and communication

<table>
<thead>
<tr>
<th>Target</th>
<th>Strategic aims</th>
<th>What is monitored</th>
<th>Current indicators</th>
<th>Proposed new indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal collaboration and communication</td>
<td>Productive professionals</td>
<td>Personnel survey, intranet user surveys</td>
<td>-</td>
<td>Exchange of information, intranet use and technical competence</td>
</tr>
</tbody>
</table>
## Indicators – Public visibility and effectiveness

<table>
<thead>
<tr>
<th>Target</th>
<th>Strategic aims</th>
<th>What is monitored</th>
<th>Current indicators</th>
<th>Proposed new indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public visibility and effectiveness</td>
<td>Customer first</td>
<td>Publicity analysis, web pages, social media channels</td>
<td>Editorial mentions in printed media, blog posts, subscribers to newsletter</td>
<td>Articles, expert interviews, experts’ Twitter accounts, experts’ presentations in international meetings</td>
</tr>
</tbody>
</table>
## Indicators – social media - Facebook

<table>
<thead>
<tr>
<th>Channel</th>
<th>Objectives</th>
<th>Target groups</th>
<th>Indicators from the beginning of 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>To reach and activate new data users and make Statistics Finland's data known.</td>
<td>New users of statistics, potential customers of services and products.</td>
<td>Weekly: successes of posts. Once a month: the number of followers, visits to web pages. Every 3 months: content evaluation.</td>
</tr>
</tbody>
</table>
## Indicators – social media - Twitter

<table>
<thead>
<tr>
<th>Channel</th>
<th>Objectives</th>
<th>Target groups</th>
<th>Indicators from the beginning of 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>To reach and activate data users, bring forth Statistics Finland's experts and present topical views to discussion.</td>
<td>Media, experts, decision-makers.</td>
<td>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.</td>
</tr>
</tbody>
</table>
## Indicators – social media - LinkedIn

<table>
<thead>
<tr>
<th>Channel</th>
<th>Objectives</th>
<th>Target groups</th>
<th>Indicators from the beginning of 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>To network professionally, to develop the employer image.</td>
<td>Potential job applicants</td>
<td>Once a month: number of followers. Every 3 months: shares of recruitment ads.</td>
</tr>
</tbody>
</table>
## Indicators – social media - Instagram

<table>
<thead>
<tr>
<th>Channel</th>
<th>Objectives</th>
<th>Target groups</th>
<th>Indicators from the beginning of 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>To raise familiarity among young people, give a visually interesting image of Statistics Finland, an image of a living workplace.</td>
<td>Young potential job applicants.</td>
<td>Once a month: number of followers. Every 3 months: number of likes and comments.</td>
</tr>
</tbody>
</table>
Evaluation of effectiveness
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.
Familiarity with Statistics Finland, 1975 to 2016

% of respondents familiar with SF*

- 1975
- 1978
- 1983
- 1988
- 1992
- 1994
- 1996
- 1999
- 2001
- 2003
- 2005
- 2007
- 2009
- 2011
- 2013
- 2016

28 to 30 June 2017  Mervi Ukkonen Statistics Finland
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
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)

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

Quality of reception, understanding, remembering (outtakes)

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

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
Conclusions
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
We all are statistics

mervi.ukkonen@stat.fi