Audiences Understood.
People Empowered.

Becoming Impacts-Led

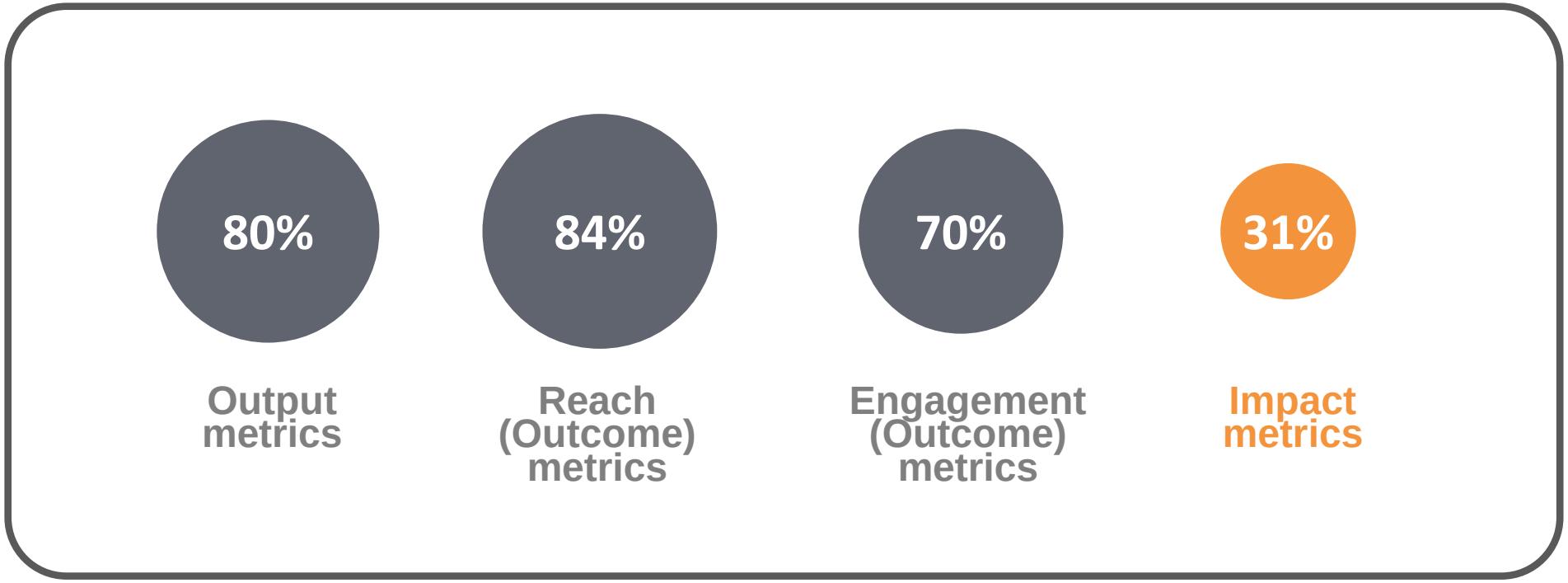
EuroPCom 2019:
Checking the numbers: evaluation of communication campaigns

07 November 2019

Richard Addy
Co-Founder & Director, AKAS

The Problem: Most non-profit institutions struggle to track impact. They track outputs & outcomes. Some wrongly label impacts.

Types of metrics tracked (US, 2016)

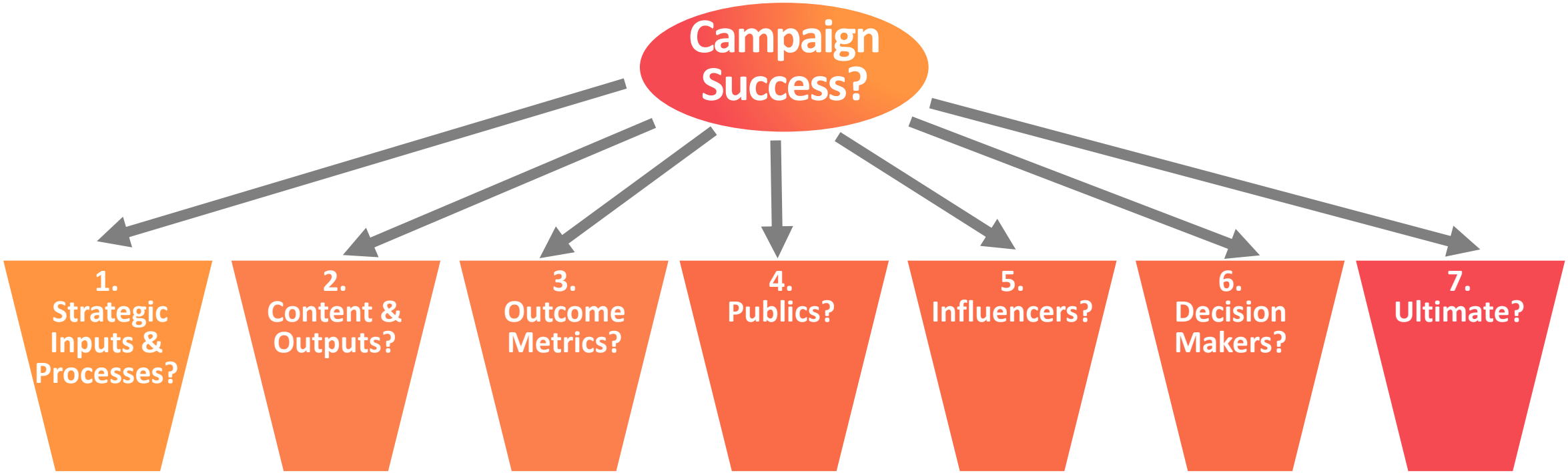


Source: Forum One survey of 92 employers across research institutions, advocacy organisations, associations, foundations, academic institutions and federal government (2016)

A possible approach: An impacts framework developed through working with media, NGOs, foundations & global institutions

Source: AKAS (2019)

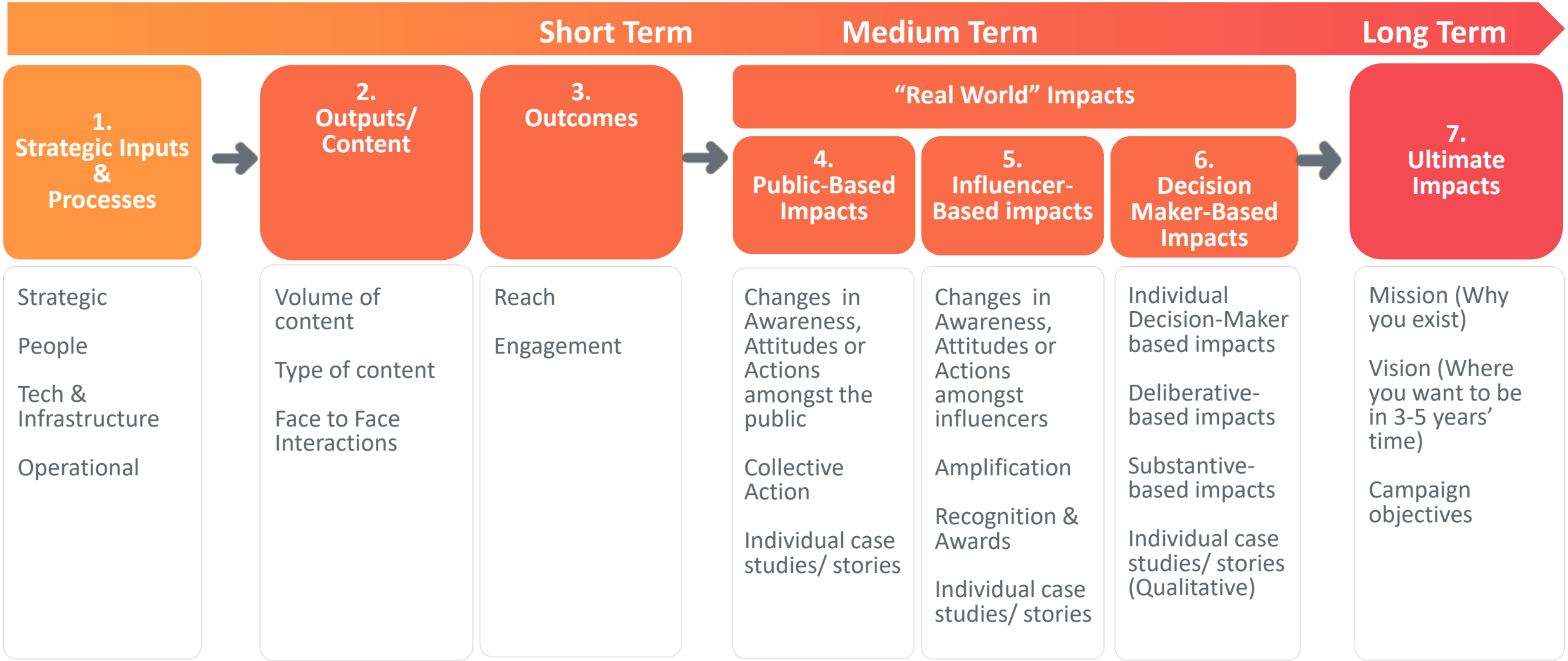
The framework tries to capture all campaign & project successes



One way of thinking about this is that we are creating buckets which capture your campaign or project successes

Source: AKAS (2019)

It's like a menu. You can choose to collect data and stories on some (or all) of the sub categories of 7 framework buckets



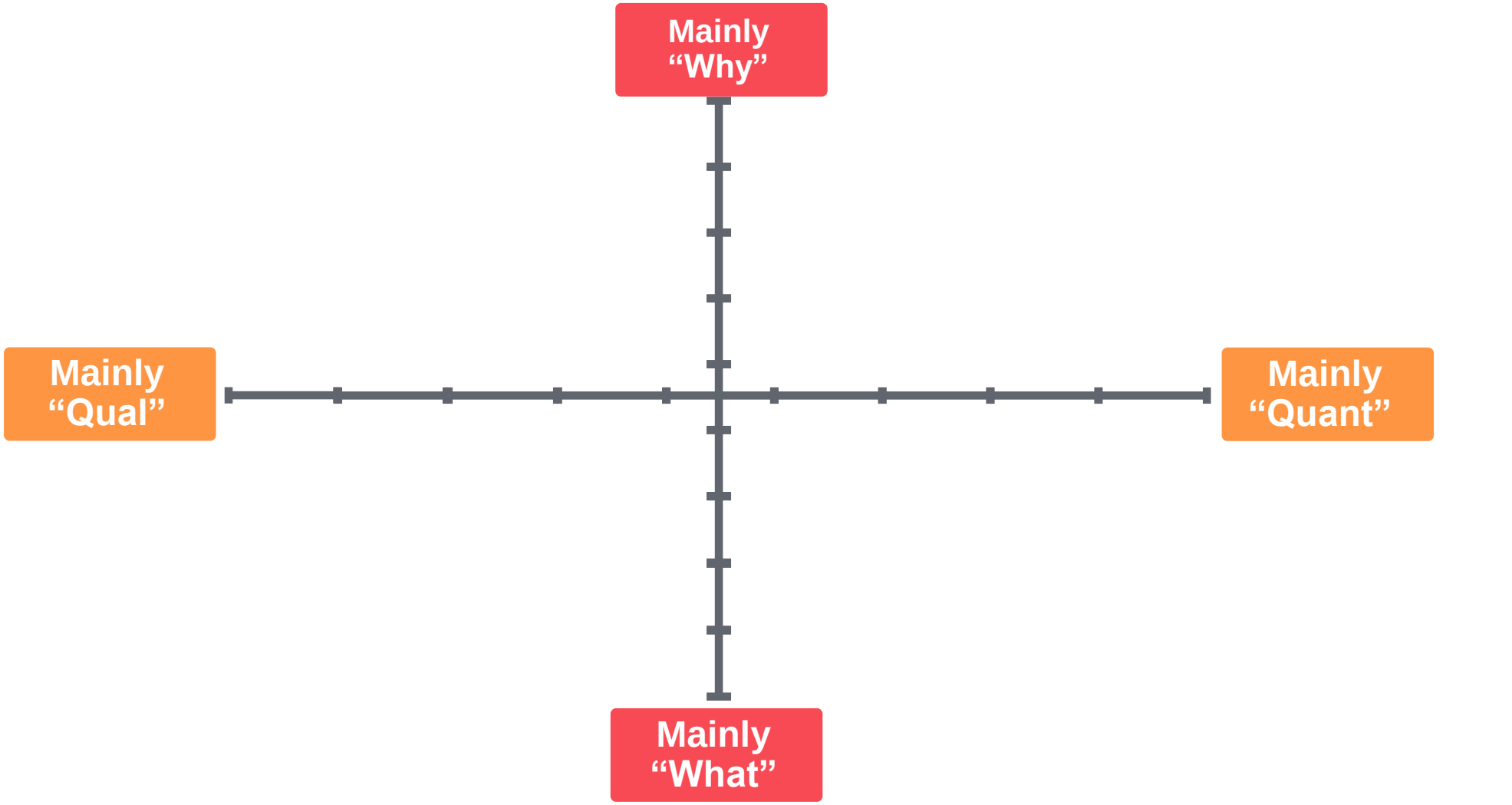
What we've learned

You need to be clear and systematic about the audiences that you are trying to engage: publics, influencers or decision makers

Wider Audiences	Influencers	Decision Makers
Readers/Viewers	Traditional Elite Media	President (Office of)
General Public	Mid-market/ Tabloid Media	Prime Minister (Office Of)
Informed Public	Online/Social-based Media	Finance Minister
Concerned Public	International Institutions (IGOs, MLOs, IFIs, etc)	Cabinet Ministers
Engaged Public	Regional Institutions	Ministers
Disgruntled Public	Foundations	Chairs of Parliamentary Committees
Citizens	NGOs	Members of Parliament
Cut by Gender	Women's Rights Groups	Senior Civil Servants
Cut by Age	Youth Groups	Local/ Regional/ State Elected Representatives
Cut by Geography	Consumer Associations	Local/ Regional/ State Senior Officials
Cut by Social Class	Faith-based Groups	Government Agencies
Cut by Income	Think Tanks	Central Banks
	Academics	Judicial Organisations
	Trade/Labour Unions	
	Business Associations	
	Hgh Net Worth Individuals	
	High Profile Individuals	
	Celebrities	

Source: AKAS (2019)

You should also use the full set of tools to track impacts



Source: AKAS (2019)

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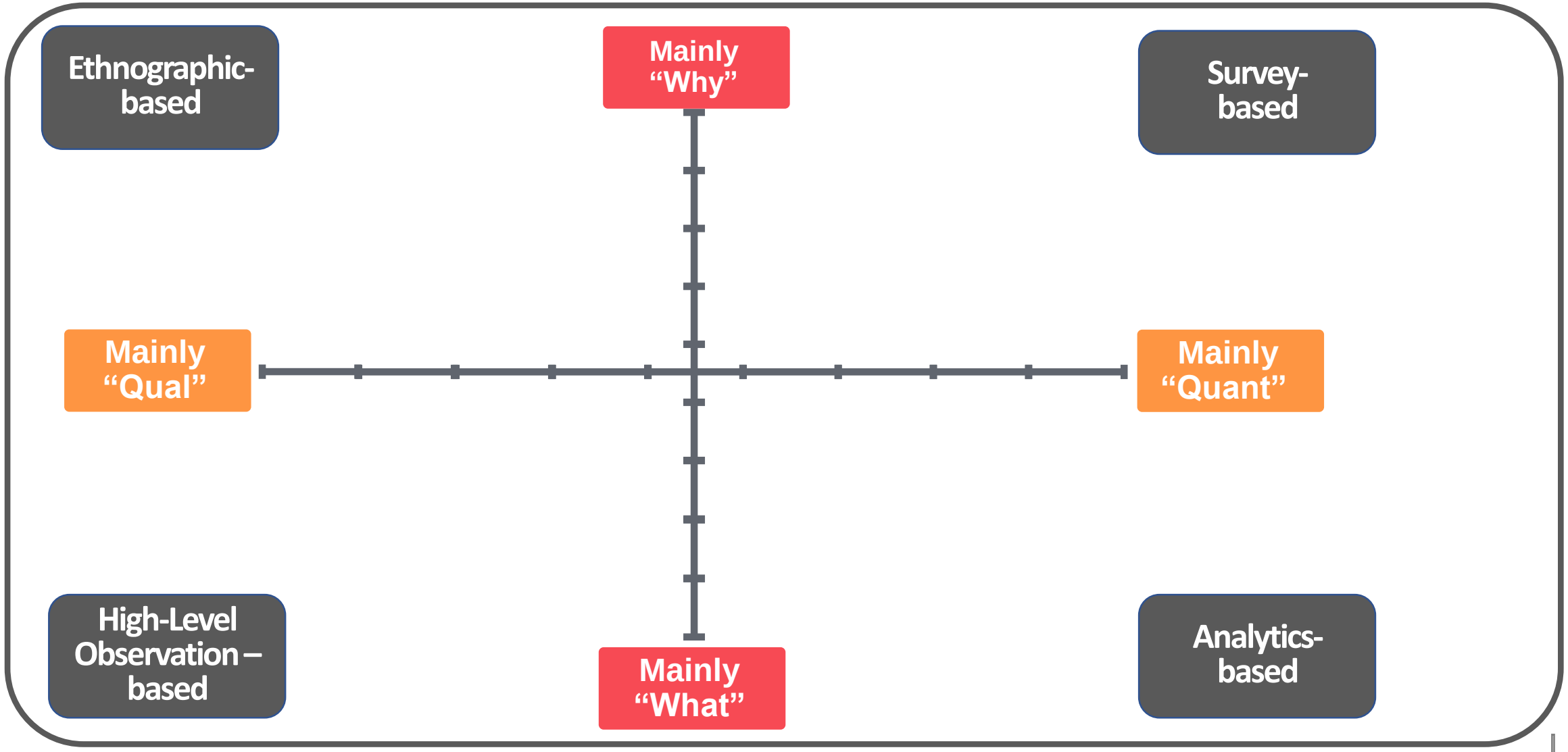
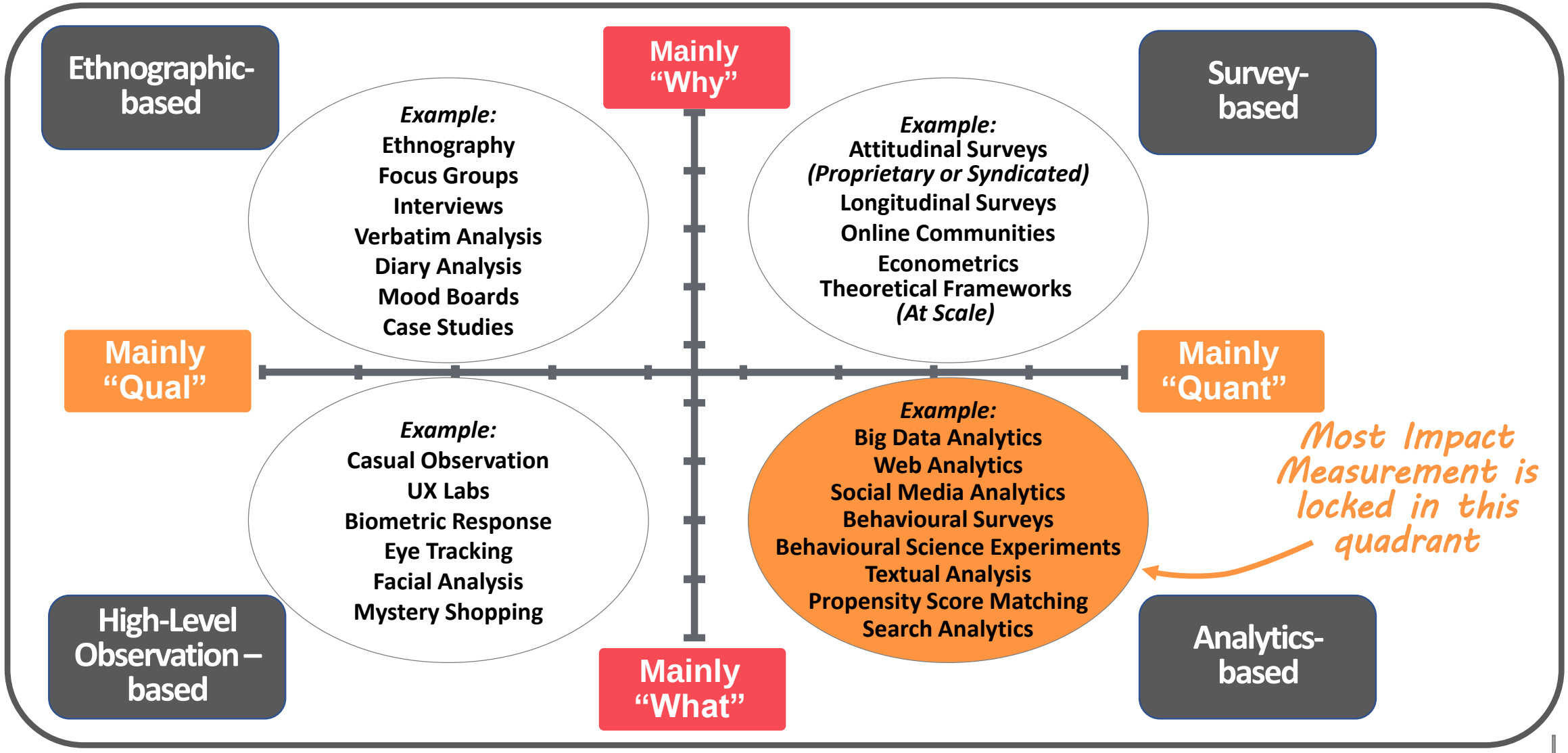


Source: AKAS (2019)

You should also use the full set of tools to track impacts. Most institutions are focusing only on analytics.



Source: AKAS (2019)

You should track the impact of all of your outputs: including publications, articles, posts press releases, speeches and videos

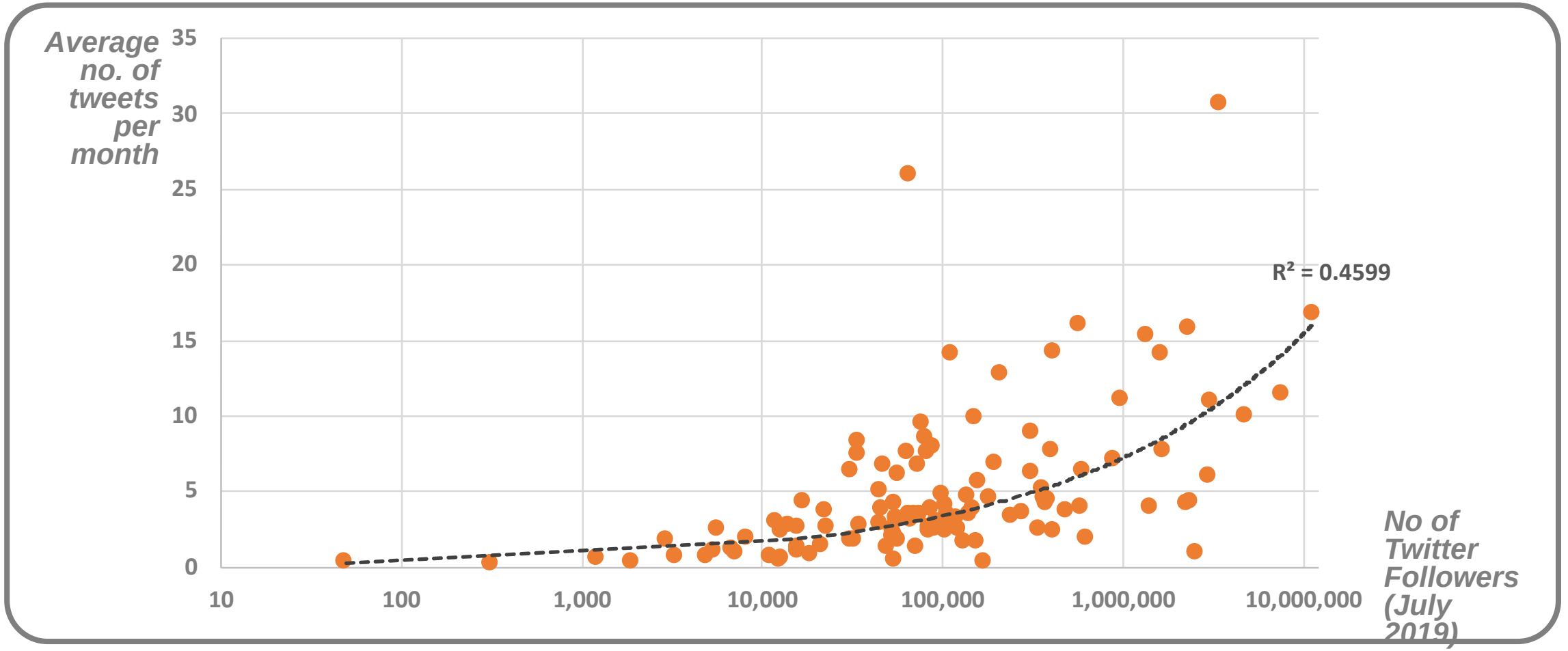
Most *likely* outputs to track' to assess impact (depending on the client type)

Key outputs to track	Media	Institutions	Campaigners, NGOs	Projects
Articles	●	●	●	
Press Releases		●	●	●
Social Media Post	●	●	●	●
Video/ Audio	●	●	●	
Speeches		●	●	
Interviews	●	●	●	●
Publications/Reports		●	●	●
Key meetings/ conferences	●	●	●	●
Visits/missions		●		

Source: AKAS (2019)

Your outputs are critical. Our twitter analysis of 116 MLOs found a relationship between twitter posts and twitter followership

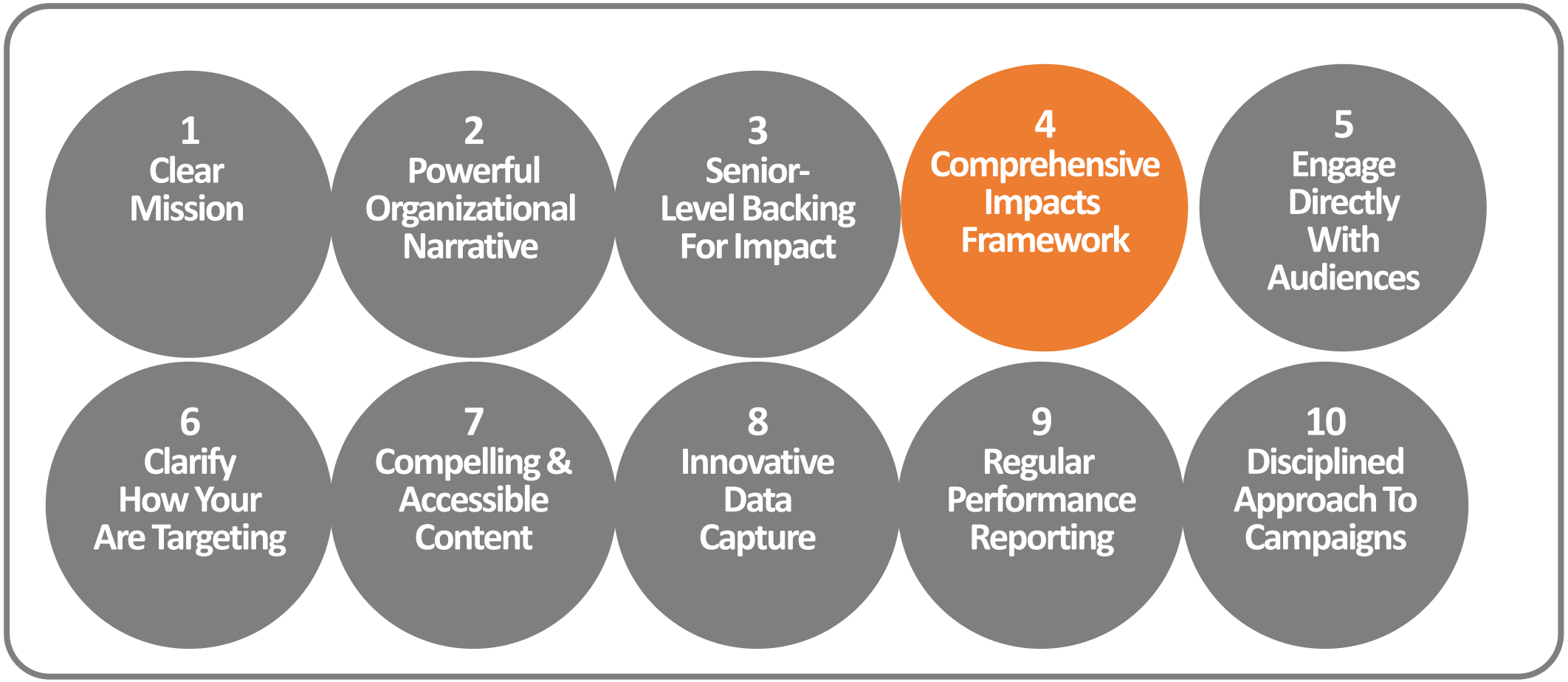
Twitter followers compares to monthly tweets (116 MLOs, July 2019)



Source: AKAS MLO Database (2019)

But having an impacts framework is not enough – you need to embrace other factors to become an impacts-led organisation

Key Dimensions of an Impacts-led organisation



Source: AKAS (2019)

Summary: Becoming Impacts-Led

A 10 step guide/checklist for developing your impacts approach

1. **Mission/Vision:** Establish why you exist and what you are trying to achieve
2. **Decision Makers:** Understand the changes that are needed amongst decisions makers
3. **Influencers:** Work out which influencers are most likely to be important
4. **Public:** Clarify your desired public impact in terms of awareness, attitude or action change
5. **Short term media outcomes:** Ask what kind of reach and engagement you will need amongst your audiences in the short term

Source: AKAS (2019)

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5. **Short term media outcomes:** Ask what kind of reach and engagement you will need amongst your audiences in the short term
6. **Output:** Establish the volume and type of outputs (content, face to face engagements) that you will need to produce
7. **Resources:** Raise money/resources to deliver your mission/vision
8. **Collect:** Collect evidence of your success using the impacts framework and the full range of tools once you get going
9. **Review:** Formally review your campaign or project at key intervals
10. **Adjust:** Adjust your impacts strategy using the findings from your impacts measurement

Source: AKAS (2019)

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