

Make measurement a walk in the park

7 methods to gauge whether your employee communication is working

You work hard every day to create the best communication deliverables, but how do you know if your efforts are paying off? The fact is, the only way to know is to measure.

“But measurement is too difficult and time consuming!” you say.

Not to fear! We'll put a skip in your step by showing you seven simple, effective approaches to measuring.

And you'll feel rejuvenated after learning you've met your communication objectives. Plus, you can show off what you've seen: share data with senior leaders so they know how critical your efforts are to company success.

Let's get going!

1



Take the first step

What? Gather existing data
Why? Get to know [employees' preferences](#)
When? Any time

How?

- Collect demographics (tenure, age, location, job type)
- Review metrics (email opens, web page hits, peak readership times, frequent search terms)
- Scour results from previous engagement surveys



2



Go for a quick jog

What? Perform quick pulse surveys
Why? Learn whether employees are participating, gauge their satisfaction and assess their knowledge
When? After forums like town halls, department meetings and workshops

How?

- Ask five or fewer questions focused on one topic or channel
- Include one open-ended question to gather employees' ideas for improvement
- Track progress over time



3



Keep things rolling

What? Conduct an annual [engagement survey](#)
Why? Assess the effectiveness of your communication program
When? Once per year

How?

- Include 30 to 40 questions, with one open-ended question
- Write clear, effective questions that:
 - Assess participation in and satisfaction with channels
 - Measure knowledge of key topics
 - Gauge attitudes about key topics and programs
 - Gather ideas and feedback
- Ask demographic questions so you can compare data across regions, departments and job levels



4



Quicken your pace

What? Run real-time polls
Why? Get up-to-the-minute feedback
When? During web meetings and town halls, or any time on the intranet

How?

- During meetings, use live polling software like PollEverywhere:
 - Start with a fun ice breaker question
- On the intranet, ask IT partners if your platform includes a polling widget
- Gain real-time opinions about meetings, test knowledge of key topics or learn about participation habits



5



Take in the atmosphere

What? Observe your surroundings
Why? Learn what employees like and when to update content
When? Any time

How?

- Notice which posters and digital screens employees look at and which ones they ignore
- Visit other locations to see how employees interact with communication
- Keep your ears open: Listen to what employees have to say in passing



6



Hang out with your peers

What? Conduct [focus groups](#)
Why? Gain deeper insight on a topic and understand the why behind behaviors, perceptions and decisions
When? Any time

How?

- Focus on one topic
- Conduct at least three sessions, 60- to 90-minutes each
- Make it interactive: use visuals, polls and live chats
- Train a strong facilitator to keep the session on track



7



Start a deep conversation

What? Conduct interviews
Why? Gather opinions and ideas from key stakeholders
When? Any time

How?

- Focus on one or two topics
- Conduct 30- to 45-minute one-on-one sessions

