



BRIDGING THE GAPS Tools to Improve Projects Communication.

Towards a Collaborat

the necessary know-how for an effective communication and dissemination of your project results. The way to exploitation.

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Webinar no.2 Assessment indicators.
Key performance indicators



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Enhanced visibility for your projects!



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From our
previous
presentation

Assessment of dissemination activities ASSESSMENT SUCCESS INDICATORS

Assessment is most effective when it is built in the project from the start. In the dissemination and communication plan, need to **decide how the success of dissemination efforts will be evaluated**, selecting **measurable success indicators** for each dissemination activity. A success indicator is a performance measurement used by an organisation to evaluate the success of a particular activity in which it is engaged.

Indicators have to be **both quantitative and qualitative**. It can be useful to summarize them in a table including different targets per year and the objective(result they are related to):

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
1	Enlargement of the network	Associate Members, from ICT industry	Quantitative analyse	5	10	30



KPI- Key Performance Indicators

some examples

Quantitative indicators can be presented as a number, as for instance

1. Website views;
2. Number of workshop attendees;
3. Number of press news and newsletter;
4. Number of users on Linked.in group;
5. Number of followers on Twitter;
6. Number of likes on Facebook page;
7. Number of events and number of attendees per event.

Qualitative indicators are related to the feedback from, for example:

1. Groups targeted;
2. Newsletter recipients;
3. Attendees at workshops and events;
4. Media (with publications, interviews...);
5. Social media engagement.



Examples of KPI for main dissemination tools

WEBSITE

- Number of visits (traffic)
- Activity and site paths reports
- Countries of visitors
- Traffic from webpages which link to the project website

BLOG/FORUM

- Number of active users
- Number of inquiries received
- Responses to publications

SOCIAL MEDIA

- Number of contacts in LinkedIn/Facebook....
- Feedback from contacts
- % increase of comments



Examples of KPI for main dissemination tools

EVENTS

- Audience attending events where the project is presented
- Feedback obtained from audience

EMAIL

- Numbers of emails received from Stakeholders
- Number of enquiries received
- Responses to publications

PUBLICATIONS

- Number of scientific publications
- Number of non scientific publications



KPI targets: some examples

BLOG/FORUM:

- ✚ Keep at least an average of 50 active users
- ✚ Receive an average of 10 inquiries monthly
- ✚ Responses to publications in 2 days period

PUBLICATIONS

- ✚ Publish at least 10 scientific publications
- ✚ Publish at least 3 no-scientific publications

SOCIAL MEDIA

Twitter:

- ✚ Achieve 15 new followers monthly
- ✚ Increase KLOUT punctuation x points per month



KPI targets: some examples

LinkedIn:

- ✚ Start 1 new discussion monthly
- ✚ Get 10 views of project profile

Facebook:

- ✚ At least X post views

EVENTS:

- ✚ Organize 2 events
- ✚ Pick up 70% of the feedback from audience
- ✚ Presentation of the project in 5 events
- ✚ Attend 60% of the events identified in the DoW

WEBSITE

- ✚ Number of visits in the project's website: 1000
- ✚ Number of brochure downloads: 200
- ✚ Number of contacts through the website: 100

