

MONITORING AND EVALUATION FRAMEWORK

Guidelines for Enhancement of Inter-institutional Communication and Outreach on SALW



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Guidelines for Enhancement of Inter-institutional
Communication and Outreach on SALW

Co-ordination Board for the Control of Small Arms and Light Weapons
in Bosnia and Herzegovina

Sarajevo, April 2024

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INSTITUTIONS REPRESENTED IN THE CO-ORDINATION BOARD FOR THE CONTROL OF SMALL ARMS AND LIGHT WEAPONS IN BIH

- Ministry of Security of Bosnia and Herzegovina
- Prosecutor's Office of Bosnia and Herzegovina
- Ministry of Defence of Bosnia and Herzegovina
- Ministry of Foreign Affairs of Bosnia and Herzegovina
- Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina
- State Investigation and Protection Agency of Bosnia and Herzegovina
- Directorate for Coordination of Police Bodies of Bosnia and Herzegovina
- Border Police of Bosnia and Herzegovina
- Administration for Indirect Taxation of Bosnia and Herzegovina
- Ministry of Interior of Republika Srpska
- Federal Ministry of Interior of Federation of Bosnia and Herzegovina
- Police of Brčko District of Bosnia and Herzegovina

Glossary of Terms

Click-through rate is the proportion of impressions generating a click-through on a website.

Coverage is the proportion of target audience having an opportunity to see/hear the advertising/message, and is usually expressed in percentage.

Dwell time is the average length of time spend on a website.

Evaluation refers to “the systematic and objective assessment of an ongoing or completed project, programme or policy, its design, implementation and results. The aim is to determine the relevance and fulfilment of objectives, [...] efficiency, effectiveness, impact and sustainability” (OECD, 2009). Thus, it allows for the cost-effectiveness of an initiative to be measured, provides information to those implementing a policy, as well as the general public, on whether the initiative is achieving its intended impact, and allows for future initiatives to be enhanced.

Exposure is a measure of the amount of contact an audience has with messages or activities. Recall and engagement are two intervening variables of exposures. Recall is the audiences' ability to correctly understand and repeat information, whereas engagement measures if the audiences think the information is correct and trustworthy.

Monitoring refers to “a continuing function that uses systematic collection of data on specified indicators to provide management and the main stakeholders of an ongoing [...] intervention with indications of the extent of progress and achievement of objectives and progress in the use of allocated funds” (OECD 2009). Therefore, it aims to ensure that the initiative is on track and that it is achieving the intended results, enabling initiatives to be modified and adapted if necessary.

PESO is a media model strategy that stands for paid, earned, shared and owned media.

Reach refers to the number of people who will have at least one opportunity to see an advertisement, publication or programme in a given schedule, broadcast or publication period.

Effective reach is the percentage of the target audience that is exposed to the advertising message a sufficient number of times to produce positive change in awareness, attitude or behaviour.

Ratings refer to the percentage of an audience within a specified demographic group which is reached at a given time.

Recall is the audiences' ability to correctly understand and repeat information from the public awareness campaign's messages.

View-through rate is the proportion of impressions meeting a minimum view-through percentage

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1. INTRODUCTION



1.1. Background

A poll implemented by the Consultant of the OSCE Mission to Bosnia and Herzegovina on internal and external communication practices among the institutions represented in the Co-ordination Board for the Control of Small Arms and Light Weapons in BiH (*hereinafter* SALW Control Coordination Board) in April/May 2022 pointed to the lack of common monitoring and evaluation practices in place in regards to communication and outreach activities on this topic. Individual institutions represented in this body apply different methods and tools for the monitoring and evaluation of topics of their interest, whereas the most used ones are media analysis/press clipping and post-event evaluation surveys.

As the SALW Control Coordination Board is committed to intensifying public outreach in regards to its work in the field of small arms and light weapons (*hereinafter* SALW) control and communication to different categories of stakeholders, both monitoring and evaluation of these activities will become a critical function to track and assess the results in delivering communication and provide insight for future planning.

It is therefore of high importance to have in place a common monitoring and evaluation framework for all communication and outreach activities implemented by the SALW Control Coordination Board.

The framework for monitoring and evaluation of the communication and outreach activities incorporates input from the International Association for the Measurement and Evaluation of Communication (AMEC), based on the so-called Barcelona Principles, and the best practices¹ in use in BiH.

The monitoring and evaluation framework can be applied to both unpaid and paid communication and outreach, internal communication, and stakeholders' engagement, and as such, can respond well to the evaluation requirements of the SALW Control Coordination Board. In addition, they will also be a useful road-map in complying with the international organizations' requirements in regards to visibility activities' evaluation they expect from the implementing authority/contractors.

It is advisable that this document is shared among the institutions represented in the SALW Control Coordination Board and to have their communicators assist in measuring the success and evaluating the activities that are to be carried out on their end on behalf of the SALW Control Coordination Board.

¹ <https://bit.ly/3u1nt8M>

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2. COMMUNICATION MONITORING AND EVALUATION PLANNING



2.1. Terminology in use for communication monitoring and evaluation

Needs – needs analysis, problem definition

Objectives – SMART: specific, measurable, achievable, result-focused, time-specific

Inputs – what is needed to plan, design and implement communication

- Ex-ante evaluation
- Planning
- Budgeting

Activities – What is done to produce and implement communication

- Production
- Development
- Dissemination

Outputs – what is delivered to reach and engage target audience

- Reach
- Exposure
- Publicity
- Volume
- Deliverables

Outtakes – what did target audience take away from the communication

- Awareness
- Recall
- Engagement
- Follow-up actions

Outcomes/Impact – behavioural and/or cultural change in a society directly or partly achieved via communication

- Opinion-change towards an issue
- Advocacy

2.2. Steps to take in planning communication monitoring and evaluation

The following presents a step-by-step roadmap to developing a communication & outreach evaluation strategy. It is to aid in gathering input at the start of the activities, counsel on the techniques and tools to monitor progress, and make alterations during the implementation.

2.2.1. Determine monitoring and evaluation priorities

The first step is to identify the monitoring and evaluation priorities, or in other words to select the components of the communication and outreach strategy that are key to its successful implementation.

Below are some examples of components that the SALW Coordination Board could focus on:

2.2.1.1. Strategic

- ✓ Communication initiative for behaviour change

For instance, to encourage people to hand in illicit firearms, explosives, ammunition, etc.

- ✓ Communication initiative for policy change

For instance, to secure policymakers' support for integration of gender perspective and development of gender-responsive policy in regards to SALW.

- ✓ Brand awareness

For instance, gaining public reputation of an expert inter-institutional body in the driving seat of the SALW control issues in BiH.

2.2.1.2. Tactical

- ✓ Message conveyance (how is the message disseminated by the media or adopted by key audiences)

For instance, the extent of coverage of the SALW-related issues in media or public discourse without being directly initiated by the SALW Control Coordination Board.

- ✓ Media relations management

For instance, interactions with journalists, coverage in print, on TV and online media.

- ✓ Stakeholders' relations management

For instance, outreach to civil society organizations, and local governments, strategic partnerships formation, number of public endorsements, number of jointly organized events, etc.

2.2.2. Define desired end state

The second step is to define the desired end state that the communication initiatives are to support, as it will help determine the evaluation approach. This pertains to the broader context, i.e., changes that the SALW Control Coordination Board strives to achieve in the respective sector and the country.

Based on the Strategy for Small Arms and Light Weapons Control in BiH, as the document that guides the work of the SALW Control Coordination Board, the desired end state falls under two mutually complementary categories - policy and behaviour.

2.2.2.1. Policy

✓ *Awareness*

Awareness of an issue and why it is relevant represents the initial stage of the SALW Control Coordination Board's policy work, as raising the awareness among the key audiences lays the foundations for long-term change in societal behaviour that is hoped for and the all-encompassing institutional response to the issue that the SALW Control Coordination Board works on. For instance, to address the *gun culture*, communication should start by educating the public about its risks and hazards, but there should also be a developed system of penalties.

✓ *Advocates*

The process of acquiring supporters is about identifying and convincing policymakers to fight for the cause. It is fair to conclude that the issue of SALW has its advocates - the SALW Control Coordination Board was appointed by the Council of Ministers of BiH ; as an expert body, it comprises all State-level institutions, as well as Brčko District of BiH and entity level institutions, which have a relevant say on a specific aspect of the SALW control related issues; and enjoys strong support of international organizations dealing with the issue. The SALW Control Coordination Board should continue to nurture the existing good-level of internal communication and cooperation, and reach out and enhance communication and cooperation with other institutions as needed.

✓ *Network building*

Network building represents the process of developing a broad-based net of outside-institution supporters who can work together. These could be civil society organizations, local communities' governments, experts' associations, religious communities, or any other segment of the public, identified along the way, which can make a meaningful contribution in addressing the issue. For instance, the network to help form a strategic and institutional response to firearms abuse in domestic violence cases may bring together specialised civil society organizations dealing with women and children as victims of domestic violence, associations of psychologists, and religious communities.

✓ *Policy change*

Policy change, as the ultimate goal, is usually very time-consuming and the most difficult one to reach. It can be achieved, but typically not without the previous steps. So, for instance, if the goal is to make a relevant state-level authority to earmark funds for the SALW Control Coordination Board communication and outreach activities, the first thing to do is to raise awareness, cultivate supporters, and build networks.

2.2.2.2. Behaviour

✓ *Awareness*

The first thing to do towards changing attitudes and behaviour is to make the audience aware of an issue and why it is relevant. The awareness is particularly important when the audience has been exposed to or heard of an issue occasionally and when the messages are in collision with the firmly held beliefs of key audiences, as is the case with some aspects of the SALW control-related issues.

✓ *Prominence*

Sometimes it is not enough to make the audience aware of an issue, but they should come to believe in its importance. In communications, this is achieved by prominence. By increasing the weight of an issue, one is creating a sense of urgency to act. For instance,

people may be aware of the risks associated with the possession of 30+-year-old weapons, explosives, and ammunition at home, but it is the SALW Control Coordination Board's task to give this issue prominence via higher level of visibility in communication.

✓ *Attitudes/beliefs*

If the efforts to build awareness and prominence are succeeding, it is time to start changing the audience's opinion of an issue. For instance, the SALW Control Coordination Board's aim is to reduce the quantity of illegally possessed firearms. To that end, this body will raise public awareness of available options – get a firearm registered or hand-it in anonymously by a specified deadline. In this process, people will come to believe that it is a pressing issue to be addressed.

✓ *Behaviour Change*

The goal is reached when target audiences start behaving differently. For instance, as more illegally possessed firearms are registered, more owners will be coached on proper use and storing, which will ultimately contribute to the decrease in the number of accidents.

2.2.3. Formulate objectives

Well-defined objectives are key in guiding the communications evaluation. Therefore, the **essential third step** is to formulate objectives. Is the objective to raise awareness of an issue through media coverage, to consult on a policy, to increase the number of website visitors, or to launch an initiative by getting the key stakeholders to endorse it?

Regardless of what the objectives are, it is important to ensure that they meet the SMART criteria:

- *Specific* – target a specific area for improvement
- *Measurable* – quantify or at least suggest an indicator of progress.
- *Achievable* – within budget and resources available
- *Results-focused* – result-based or results-oriented
- *Time-specific* – associated with a target date

2.2.4. Identify target audiences

The fourth step is to specify the target audience(s) of specific communication activity. It cannot be the general public, young people, or women – these categories are far too broad. The target audience should be narrowed down to a well-defined group, a specific audience that can be measured, for instance, 18-25 young men who could be attracted to the notion of having a firearm.

2.2.5. Set a point of reference

A point of reference or a baseline – initial data that will serve as the baseline – is a must-have for a good evaluation **as the fifth step**. During the implementation of communication activities, the baseline will enable comparison with new data collected over time to assess progress, make alterations and measure success.

Below are some examples of the types of information that the SALW Control Coordination Board may use to determine a point of reference:

- ✓ Audience knowledge of the SALW-related risks;
- ✓ Audience knowledge of who to address in regards to SALW-related queries;
- ✓ Audience beliefs that directly affect the issue divided by gender and age;
- ✓ An analysis of how the issue has been portrayed in media so far;
- ✓ An analysis of different approaches of the society organizations to an issue.

2.2.6. Formulating evaluation questions

The sixth step is to formulate questions that will guide the evaluation. The responses to these questions will point to strengths and weaknesses in the communication strategy, such as the selection of audiences, approaches, or messages, and thus help determine whether the implementation is on track toward reaching the objective and the desired end state.

For instance, the SALW Control Coordination Board implements a public awareness campaign about the SALW – related risks simultaneously calling on people to hand-in their weapons anonymously. The evaluation questions will differ depending on the stage of the campaign's implementation – early, mid-term or advanced.

Sample questions that the SALW Control Coordination Board may formulate across these three stages are provided below:

Early-stage questions

- ✓ Were the messages tested with a focus group that represents key audience? What adjustments are needed based on the responses?
- ✓ Where did my messages first appear? Are these the media outlets I was aiming for? Could a different outlet be a better fit for my messages?
- ✓ What evidence do I have that my messages are being absorbed by the audience?

Mid-term stage questions

- ✓ Is the audience more informed about the issue? How can this be substantiated?
- ✓ Is the audience more engaged with the issue? If not, what are the possible reasons?
- ✓ Has media coverage of the issue changed since I started working on it? If so, is the change positive or negative?
- ✓ Are my messages gaining visibility in the media? If not, what can I do to increase visibility?

Advanced stage questions

- ✓ How can I substantiate that my messages became part of the public discourse?
- ✓ What are the signs of behaviour change? How to substantiate my contribution to these results?
- ✓ Do the data indicate a need to change the communication strategy or tactics at this advanced stage?
- ✓ What are the lessons learned?

2.2.7. Select evaluation technique and tools

The seventh step is to choose the techniques and tools to collect data, establish a point of reference, or to track objectives. The most commonly used techniques and tools are explained in detail in the following chapter.

2.2.8. Estimate budget

The last step in the communication evaluation planning process is to estimate the financial resources needed for the task. The general principle is that the evaluation budget amounts to at least 5-7% of the overall communication activity budget. In developing a budget estimate, it is important to know beforehand which techniques can be handled in-house by internal resources, such as online surveys, web analytics, or media monitoring & analysis, and which should be outsourced, such as focus groups, as these affect the overall budget.

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3. Techniques and Tools for Evaluation



Among a wide range of techniques and tools available for the evaluation of all types of communication and outreach activities, below is an overview of those broadly used in practice in BiH that will benefit the SALW Control Coordination Board's communication and outreach evaluation effort. The purpose and the use of each is explained in detail.

3.1. Media monitoring and analysis

3.1.1. Quantitative and qualitative media analysis

These two tools are used to evaluate the effect of media activities and, based on the feedback, to improve future communication efforts. While the quantitative one involves a structured analysis of media writings, the qualitative analysis predominantly focuses on semantics.

Typical matrices for quantitative media analysis include audiences (audience reach, readership and share of audience), share of voice, cost-effectiveness (return on investment; and advertising value equivalent) and PR value.

Typical matrices for a quantitative media analysis include tone of coverage, and key message(s) penetration.

This is a continuous activity, i.e., these techniques can be used in the early stages and throughout the implementation.

3.2. Tools for online media evaluation

3.2.1. Social media monitoring

This tool is used to track and monitor the reach and engagement of social media communication, which helps evaluate the impact of communication and enables organizations to engage with their audience – both to respond to and to alter communication if and where need be. Social media built-in monitoring tools are usually sufficient (e.g., Facebook's tracking tools) for monitoring purposes on one's own social media in general, as well as to follow a specific communication activity.

This is a continuous activity, i.e., this tool can be used at any stage of planning and throughout implementation.

3.2.2. Web analytics

This tool is used to monitor and evaluate web traffic, the reach, and visitors' interest per sections/topics. These results provide an insight into the number of visitors, those returning, the page viewed, and times spend on the site. Website's built-in monitoring tool is usually sufficient (Google analytics).

This is a continuous activity, i.e., this tool can be used at any stage of planning and throughout implementation.

3.3. Qualitative research tools

3.3.1. Focus groups

If the intention is to test a specific message, communication tactic, or have a discussion pre or post a communication activity, focus groups consisting of 10-12 representatives of the audience in focus would be the most proper technique to use. The focus groups are usually moderated by a facilitator using a predefined guide, a specialist who can help design a tailor-made guide and analyse the results. Focus groups could involve stakeholders, experts, and direct target audience.

E-focus groups may be an alternative if it turns out to be difficult to gather all participants on a single location or date.

This technique can be used during planning, early implementation, or when the time is right to move on to the next phase of the communication activity.

3.3.2. Stakeholder interviews

An interview is a technique that involves asking targeted yet open-ended questions to a number of individuals who represent the target audience. This allows for more in-depth information about perceptions, insights, attitudes, experiences, or beliefs on a certain topic.

This technique can be used at any stage of planning and throughout implementation.

3.4. Surveys – online and in-person

Surveys are typically used to capture direct feedback from participants on the outtakes of an event (conference, workshop, seminar) or to collect insights on a specific topic. Whether commissioned online or in-person, the survey should consist of approx. ten questions, primarily multiple-choice, with a max of 2 open-ended questions.

Surveys can also be useful for pre & post-evaluation. i.e., to measure specific target audience before and after exposure to a communication activity where comparisons between two sets of results provide an estimate of the communication effect.

This technique can be used in the planning stages and during implementation.

3.5. Advertising measurement

3.5.1. Reach and coverage

Reach and coverage is used to evaluate achievements of the communication activity advertising plan. The reach relates to the number of people who will have at least one opportunity to see an advertisement, publication or programme in a given schedule, broadcast or publication period. Coverage is the proportion, expressed in percentage, of a target audience having an opportunity to see/hear the advertising.

Both can be used as a pre-campaign planning tool, as the reach and coverage of a specific media outlet dictates whether or not to include them in the advertising plan, and a post-campaign reporting tool, which points to the performance of the advertisements and contents publicised.

3.5.2. Ratings

This tool is used in the campaign planning to determine comparative benefits of individual media outlet selection choices, and in post-campaign evaluation. The ratings refer to the percentage of audience within a specified demographic group which is reached at a given time.

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4. COMMUNICATION MONITORING AND EVALUATION FRAMEWORK



4.1. Evaluation metrics

As identified by the AMEC, the evaluation metrics are divided in four categories:

- Inputs – evidence-based insight about issues and stakeholders

Research, planning, design, cost and efforts invested; lessons learned from previous communication activities; different content creation;

- Outputs - communication and stakeholder engagement activities

Media coverage, target audience reach, partnerships established; events hosted;

- Outtakes - stakeholder and audience communication experience

Reception, perception and reaction of stakeholders; lessons learned;

- Outcomes - behavioural change

Changes in behaviour, changes in attitudes.

4.2. Monitoring and evaluation framework

Taking into consideration the above-described evaluation metrics, the following sections comprise an integrated monitoring and evaluation framework, as developed by the AMEC. Electronic version of the template is available at

<https://bit.ly/3yHx0Vh> and usable once you register to the site. It is also available as an attachment to this document.

4.2.1. Objectives

- *What are the overall objectives of the organization?*
- *What are the communication objectives for a specific activity?*

This section of the integrated monitoring and evaluation framework features both organizational objectives and communication objective(s) of a specific activity. In determining the objectives, it is important that they meet SMART criteria, and that the communication objectives mirror and reflect the organizational ones.

4.2.2. Inputs

- *Define key target audiences*
- *List key inputs necessary to prepare communication*

This section covers two important areas. Firstly, defining the target audiences of the communication activity. Second is the strategic plan and other inputs such as a situation analysis, resources required and budgets.

4.2.3. Activities

- *List all the key activities that have been or will be undertaken*

This section outlines the list of key activities that will/have been carried out, any testing or research, content creation, etc. Importantly, the tool recognizes the importance of paid, earned, shared and owned media (PESO model) and gives users the ability to tag accordingly.

4.2.4. Outputs

- *List the content, material and activities that were distributed/carried out and to which target audiences were exposed*

In outputs, this covers the core measures across PESO. For example, what was the reach of the paid advertising, how many visitors to the website, how many posts, tweets, retweets, how many people attended the event, and how many potential readers of the media coverage. These are quantitative and qualitative measures of outputs.

4.2.5. Outtakes

- *List what target audiences took out of the communication and how they reacted to it*

In outtakes, this refers to the response and reactions of target audiences to the activity. How attentive were they to the content, what was their recall, how well they understood the topic, did the audience engage with the content, or did the audience subscribe to more information

4.2.6. Outcomes

- *List evidence of the communication effects on the target audiences*

In outcomes, this measures the communications effect on the target audience. Have the target audience increased their understanding, have they changed their attitude to the topic, have they increased trust and/or preference, has it had an impact on their intention to do something (e.g., trial, subscribe, register) or increased online advocacy.

4.2.7. Impact

How has the organization been impacted during the campaign?

This final section is where impact on the organizational objectives is evaluated. Here, the tool is looking to cover reputation improvement, relationships improved or established, change in policy, or improved social change.

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5. MONITORING AND EVALUATION TABLES



5.1. Monitoring and evaluation table for all communication activities

The table below may be used for all communication activities – no cost, internal communication and stakeholders’ engagement activities. Please note that not all metrics are relevant to every type of activity, so use the ones applicable to the task ahead.

Metric	To be measured by:	Explanation
INPUTS		
Total expenditures to date	BAM	Total amount invested so far
Content creation	List quantities by type	Flyers, brochures, publications, infographics, videographic, TV & radio clips, etc.
No. of media advisories/press releases/statements	No. of media advisories/press releases/statements sent out	No. of releases to all type media
No. of releases to one's own social media channels	No. of press releases sent out	Website articles, FB posts, tweets, etc.
Full time equivalent - days	<1, or whole number in line with the FTE calculation method applicable in a specific institution	Measure person(s) involvement in the preparation of an activity
OUTPUTS		
Estimated total reach by all media types	Overall number and proportion of target audience	Calculate audience reach (online and offline)
Estimated TV reach	Overall number and proportion of target audience	As reported by media
Estimated radio reach	Overall number and proportion of target audience	As reported by media
Estimated print media reach	Overall number and proportion of target audience	As reported by media
Estimated online media reach	Overall number and proportion of target audience	As reported by media

Public events organized	Number of events Number of attendees per age and gender	No. of events
E-events organised	Number of e-events Number of e-attendees per age and gender	No. of e-events
Quantitative media analysis	Number of articles in print media Number of broadcasts on TV and radio Number of articles on online media	Total no. of exposures
Networks/partnerships established	Any form of support – donation or financial contribution, public endorsement, participation in promotion and multiplication of messages, support in dissemination of promo material / info products	Number and types of networks/partnerships established
OUTTAKES		
Prompted communication issue cognizers	%	The proportion of target audience that recalls seeing the campaign/message/info product when prompted
Unprompted communication issue awareness	%	The proportion of target audience that has unprompted communication issue awareness
Stated/ intended behaviour change	%	The proportion of target audience that claim they will act in accordance with communication objective
Qualitative media analysis	Semantic assessment of media coverage	Degree to which a message has been positively or negatively portrayed
Passive/active online interaction	%	The % of impressions generating an interaction (shares/likes/retweets) / (comment/response)
CTR (click-through rate)	%	Proportion of impressions generating a CTR as reported by media & evaluated on one's own website

VTR (view-through rate)	%	Proportion of impressions meeting a minimum VTR percentage as reported by media & evaluated on one's own website
Dwell time	Minutes & second	Average length of time spent on one's own website
Bounce rate	%	% of one's site visitors that navigate no further than home page
OUTCOMES		
Behaviour change (#, %)	Overall number and proportion of target audience	No. and proportion of the target audience that has changed behaviour as a result of communication activity

5.2. Public awareness campaign

Metric	To be measured by	Definition
INPUTS		
Total expenditure to date	BAM	Total amount invested so far
Online media expenditure	BAM	Amount of money spent for advertising on online media
TV/radio expenditure	BAM	Amount of money spent for advertising on electronic media
Print media expenditure	BAM	Amount of money spent for advertising in print media
Content creation	Quantities by type	Articles, feature stories, editorials, flyers, brochures, publications, info and videographic, TV and radio clips, etc.
Giveaways production	Quantities by type	Key-chains, pens, T-shirts, caps, etc
OUTPUTS		
Estimated total reach by all type media	Overall number and proportion of target audience	Calculate audience reach (online and offline)
Estimated TV reach	Overall number and proportion of target audience	As reported by media
Estimated radio reach	Overall number and proportion of target audience	As reported by media
Estimated print media reach	Overall number and proportion of target audience	As reported by media
Estimated online media reach	Overall number and proportion of target audience	As reported by media

OUTTAKES			
Cost per outcome	BAM		Unit cost of awareness raising
Passive/active online interaction	%		% of impressions generating an interaction (shares/likes/retweets) / (comment/response)
CTR (click-through rate)	%		Proportion of impressions generating a CTR as reported by media & evaluated on one's own website
VTR (view-through rate)	%		Proportion of impressions meeting a minimum VTR percentage as reported by media & evaluated on one's own website
Dwell time	Minutes & seconds		Average length of time spent on one's own website
Bounce rate	%		% of one's one site visitors that navigate no further than home page
Prompted communication issue recognizers	%		The proportion of target audience that recalls seeing the campaign/message/info product when prompted
OUTCOMES			
Advocacy	%		The proportion of target audience that agree with the campaign message (have positive sentiment)
Behaviour change (#, %)	%		The proportion of the target audience that has changed behaviour as a result of communication activity
Stated/ intended behaviour change	%		The proportion of target audience that claim they will act in accordance with communication objective
Return of Investment	%		

MONITORING AND EVALUATION FRAMEWORK FOR SALW CONTROL RELATED CAMPAIGN SAMPLE

Metric	To be measured by	Definition
INPUTS		
Total expenditure to date	BAM 85,000 (out of BAM 100,000 available)	Total amount invested so far
Online media expenditure	BAM 15,000	Amount spent for advertising in online media
TV/radio expenditure	BAM 30,000	Amount of money spent for advertising in electronic media
Print media expenditure	BAM 20,000	Amount of money spent for advertising in print media
Content creation	12 articles written 9 feature stories 4 editorials 25,000 flyers, 5 brochures, 15 infographics 5 videographic 3 TV clips 3 radio clips	Articles, feature stories, editorials, flyers, brochures, publications, info and videographic, TV and radio clips, etc.
Giveaways production	5000 key-chains 5000 pens 2500 T-shirts 2500 caps 1000 USB sticks	Key-chains, pens, T-shirts, caps, etc.

OUTPUTS		
Estimated total reach by all type media	500,000 people as 50% of target audience	Calculate audience reach (online and offline)
Estimated TV reach	100,000 as 10% of target audience	As reported by media
Estimated radio reach	20,000 as 2% of target audience	As reported by media
Estimated print media reach	50,000 as 5% of target audience	As reported by media
Estimated online media reach	250,000 as 25% of target audience	As reported by media
OUTTAKES		
Cost per outcome	BAM	The unit cost of raising awareness
Passive/active online interaction	55% of all interactions generated shares/likes/retweets 35% of all interactions prompted comments/responses	The % of impressions generating an interaction (shares/likes/retweets) / (comment/response)
CTR (click-through rate)	% as reported by media % as monitored on our own website	Proportion of impressions generating a CTR as reported by media & evaluated on one's own website
VTR (view-through rate)	% as reported by media % as monitored on our own website	Proportion of impressions meeting a minimum VTR percentage as reported by media & evaluated on one's own website
Dwell time	5 minutes on average	Average length of time spent on one's own website
Bounce rate	45%	% of one's site visitors that navigate no further than home page
Prompted communication issue recognisers	65% (based on the findings of survey conducted)	The proportion of target audience that recalls seeing the campaign/message/info product when prompted

OUTCOMES	
Advocacy	The proportion of target audience that agree with the campaign message (have positive sentiment)
Behaviour change (#, %)	The proportion of the target audience that has changed behaviour as a result of communication activity
Stated/ intended behaviour change	The proportion of target audience that claim they will act in accordance with communication objective
Return of Investment	

SALW

6. ANNEXES



I. How to evaluate a conference?

Survey is a standard tool for measuring and evaluating conferences. This tool allows the collection of feedback on the impact of the conference from participants.

Survey should not include more than 10 questions, and not more than 2 open-ended ones. When formulating questions, one should think carefully about the intended result of the conference and formulate questions to find out attendees' outtakes in terms of understanding the message, and the extent to which the event provided new insights and changed their attitudes.

In person or online survey can be used for a conference evaluation. However, online survey has proven to be more effective as it provides an automatic mapping of the responses. Online surveys should be delivered within 48 hours of the event via email.

Make sure the participants are informed that the survey will be undertaken and emphasize the importance of their contribution.

Review the results in the light of the initial SMART objectives set for the conference, note what went well and what did not, and take lessons for the future.

II. How to evaluate a press event?

The standard tool for measuring the outcomes and impacts of press/media events is media monitoring and analysis since the primary objective of such event is always to generate media attention and coverage in order to reach out to a specific target group (press conference/media briefings, PR event, etc).

For an analysis to be useful, the nature of the expected coverage should be clearly defined, i.e., the expected contents, messages to be covered, and major/relevant media outlets that are expected to cover them.

The following are the requirements for a quantitative analysis:

- Article date
- Media category
- Media title (does it reflect the message)
- Article length
- Article position (editorial page, front page, filler, etc.)
- Audience
- Readership numbers (accessibility)

The following are the requirements for a qualitative analysis:

- Extent to which themes are covered by the article
- Extent to which messages are covered by the article
- Tone: positive, negative, neutral, mixed (depending on a message) etc.
- Use of facts/evidence/quotations:
 - Types of facts
 - Types of evidence (including that provided in a press pack)
 - Types of quotations
- Visual impact (description of the photo/illustration used)

Type of comments made on the basis of coverage generated should also be analysed – including total comments, and especially their tone as well as key issues that prompted the comments.

