

# Measuring Communications Results

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Use this worksheet to guide your monitoring and evaluation efforts for communication.

**What questions do you have that a communications evaluation practice can help answer?**

**How do you plan to use the information/data? Who is the audience for your evaluation?**

**SMART Communications Goal:**

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**Confirm your goal is:**

Specific     Measurable     Achievable     Realistic     Timebound

[SAMPLE]

**Communications Goal:**

Increase alumni engagement by 20% by the end of 2019

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**Strategy #1:**

Strengthen involvement and participation for events

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Tactics	Measure of Success	Data Collection
#1 Send targeted emails and include a discount code for event registration	25% open rate, 18% click thru rate to event registration, 10% increase in online event sign ups	Mailchimp e-newsletter analytics
#2 Develop Twitter, Instagram, and Facebook content tailored to alumni interests	25% increase in likes and shares	Facebook analytics
#3		

**Strategy #2:**

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Tactics	Measure of Success	Data Collection
#1		
#2		
#3		

**Strategy #3:**

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Tactics	Measure of Success	Data Collection
#1		
#2		
#3		