

# Communications Strategy: Monitoring and Evaluation

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## Monitoring and Evaluation are not the same thing

**Monitoring:** A systematic and long-term process that gathers information in regards to the progress made by an implemented project (or strategy/plan).



**Evaluation:** a time specific measure to performed to judge whether a project (strategy/plan) has reached its goals and delivered what is expected according to its original plan.



# Why is it important to monitor and evaluate your communications?

- \* Assess that your communications are achieving the targets you have set. Reaching communications targets will promote uptake and help reach project targets
- \* Important for partners and donors to ensure the work is both being done and disseminated effectively, which promotes further collaboration
- \* Effective communications promotes brand value and trust, leading to stability and longevity

## Considerations

- \* **Evaluation :** What are your communications outputs and milestones? State them clearly in your plan. This will strengthen your consistency in outputs and provide a way for partners and donors to assess success
- \* **Monitoring:** *How will you be able to look at your communications activities so that evaluation of outputs is consistent with your monitoring process?*
- \* **Impact:** You can measure specific numerical targets, but long-term impact is more difficult. Think about additional benefits of communication about a project: if X number of people are trained in new data collection methods, what else are they learning about which you can communicate? New computer skills or how to construct spreadsheets? Do you see change in other related activities in which partners and donors would be interested ?

# Simple M&E plan for Global Strategy Communications

1. Objective – taken from your strategy objectives in section 2
2. Delivery channels – method of delivering your communications
3. Impact indicator – Sign or action indicating you are successful
4. Means of verification – what will you use to measure your impact?



## Global Strategy Asia Pacific M&E table

| Objective   | Delivery Channel/Activity | Impact Indicator  | Means of Verification   |
|---|---------------------------|---|---|
| Objective 1: Build and Asia Pacific communications network of partners and beneficiaries that encourages regular participation and reporting of Strategy efforts through frequent engagement via a suite of targeted messages and products. | Social media              | Increase in Asia Pacific visibility, via posts, on partner Facebook and Twitter pages | Site verification   |
|   | Brochures and flyers      | One brochure produced and updated on an annual basis                                  | Asia Pacific reports and posting on websites, other platforms |
|   |                           | Country profile flyers produced and updated on annual basis                           | Asia Pacific reports and posting on websites, other platforms |
|   | Advocacy kits             | One kit produced and updated annually   | Asia Pacific reports  |
| Objective 2: Devise a suite of Asia Pacific focused media materials, publications and events, which lead to enhanced outreach, knowledge sharing and overall development in relation to the Global Strategy.                                | Posters and banners       |   |   |



Thanks!

