

## Evaluating Your Communication Efforts

How do you know if your communication efforts are reaching your target audience and having an impact? An evaluation plan can help you determine whether your communication efforts were a success—and help you improve future communication efforts. Use this handout to walk through some guiding questions that will help you develop an evaluation plan.

### Define your communication objectives, audience, and channels

1. **What are your communication objectives?**
2. **Who is your target audience?** (Be specific!)
3. **What are your communication channels?** (e.g., radio, online PSA, poster, social media)

### Describe your intended outcomes

4. **What actions or behavior changes are you expecting from your audience after seeing your communication efforts?**

### Define your key measures of success

**5. What specific measures will provide indicators of the success of your communication efforts?**

For example:

- Increased confidence in ability to intervene
- Number of web visitors (both unique and repeat visitors)
- Number of people reached via social media, using Facebook, Twitter, or Instagram analytics

### Identify a process for collecting, analyzing, and reporting your data

**6. How will you collect these data? Who will be responsible for collecting these data?**

**7. How often will you review and/or report on these data? Who will be responsible for reviewing and/or reporting the data?**

**8. How long will you evaluate this effort?**

**9. How will you use the evaluation data?** (e.g., final report to recommend program revisions, conference presentation to share lessons learned with others)

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