

Table 1. Key questions and indicators to measure the reach of your outputs

Key question: are we reaching our intended audience(s)?			
Key follow-up questions	Example indicators you could use	What those indicators tell you	What those indicators don't tell you
What was the reach of the output(s)? Is your audience growing?	Publications or blogs: <ul style="list-style-type: none"> • Number of pageviews in a time period • Number of downloads in a time period • Clicks to download from the page • Compare with another time period to look at audience growth 	The most popular outputs An estimate of how many people have accessed an output If downloads, then this increases the chance that the audience read the output and didn't just look at the web page (a problem with just pageviews or clicks). Tracking clicks to download indicates the success of the landing page	Who exactly you reached Whether the audience interacted with the output
	Social media: <ul style="list-style-type: none"> • Number of shares or clicks to the output 		
	Events: <ul style="list-style-type: none"> • Number of attendees • Number of online viewers • Compare with another time period to look at audience growth • Type of attendee, including job type or sector • Drop-out rate 	Popularity of the event Whether you reached your target audience	What the audience thought of the event Whether they really engaged with your event or will have forgotten about it soon after



Table 1 (cont'd). Key questions and indicators to measure the reach of your outputs

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Where are they based?	Total web traffic by location Percentage of coverage coming from specific region or demographic (e.g. developing countries) Media hits Location of livestream viewers	The geographical extend of your reach The spread of your media coverage by geographic location Whether you are reaching audiences in target countries	Who exactly they are and whether the audience actually interacted with the output
How are they interacting with the output(s)?	Time spent on a webpage Type of channel used to access content (e.g. event, publication, multimedia, social media) Number of times an output was mentioned in digital newspapers, blogs, on social media and/or other media platforms	A high number indicates that users were reading more of a particular publication or blog This is particularly helpful when you have a communications package to assess audience preferences or the success of different components of the package This gives an indication as to the range of the audience type e.g. media coverage might mean a new readership	Detailed indication of who the audience is, or if the output influenced the audience in anyway or propelled them to take action
Was your output shared by audiences or reproduced in any way	Number of times an output is cited or referred too Number of social media retweets, shares, comments or other user actions Number of shares to social media via website share buttons Number of requests to reproduce or cite information from the output	Other platforms/forums where your output(s) is available An indication if the output is reaching audiences beyond the initial target audiences (as well as the target audience) Can also be an indicator of quality and authority – the audience perceived the output of high quality and considered if useful for others	Who looked at the citation, mention, or if any action taken as a result

