

Table 4. Key indicators by channel

Example channel	Example basic indicators you could use	Example more in-depth indicators you could use
Publications	<ul style="list-style-type: none"> • Number of downloads and unique pageviews in a time period • Time spent on page • Bounce rate • Number of soft or hard copies distributed to existing lists • Number of times an output is cited or referred to • Twitter, Facebook or other social media impressions/likes/shares 	<ul style="list-style-type: none"> • Country of downloads or unique pageviews • Demographics of downloads or unique pageviews • Returning vs new users • Referrals • Metrics compared to another output or time period • Number of social media comments/shares with targeted individuals • Qualitative feedback from audiences on quality and use of output
Websites	<ul style="list-style-type: none"> • Total Number of users in a time period • Unique pageviews in a time period • Average time spent on website 	<ul style="list-style-type: none"> • Country of users and pageviews • Demographic of users and pageviews • Metrics compared to another time period • Number of social media comments/shares with targeted individuals • Qualitative feedback from audiences on quality and use of output
Multimedia	<ul style="list-style-type: none"> • Number and type of multimedia outputs produced • Number of views • Percentage of full video watched • Twitter, Facebook or other social media impressions/likes/shares 	<ul style="list-style-type: none"> • Country of viewers • Demographic of viewers • Metrics compared to another output or time period • Number of social media comments/shares with targeted individuals • Qualitative feedback from audiences on quality and use of output
Media and blogs	<ul style="list-style-type: none"> • Number of media hits • Number of blogs published • Twitter, Facebook or other social media impressions/likes/shares 	<ul style="list-style-type: none"> • Number of blog comments received • Number of media hits in target country/media outlet • Number of social media comments/shares with targeted individuals • Qualitative feedback from audiences on quality and use of output
Social media	<ul style="list-style-type: none"> • Number of followers or subscribers • Number of your organisation's experts with a professional social media presence • Social media engagement (impressions/likes/shares) 	
Email/newsletter	<ul style="list-style-type: none"> • Number of subscribers • Open rate • Click rate • Unsubscribe rate 	<ul style="list-style-type: none"> • Country of subscribers • What content is most popular • Metrics compared to another output or time period • Qualitative feedback from audiences on quality and use of output
Events	<ul style="list-style-type: none"> • Number of events and in which countries they are held • Number of event attendees and livestream viewers • Dropout rate 	<ul style="list-style-type: none"> • Type of attendee, including job type or sector • Metrics compared to another output or time period • Qualitative feedback from audiences on quality and use of output

