

A Measurement Matrix for Internal Communicators

By Angela Sinickas, ABC, IABC Fellow

In the summer of 2010, PRSA participated in a global task force to develop what has come to be known as the [Barcelona Declaration of Measurement Principles](#). While some of the principles are rather broad, others focus exclusively on external PR, primarily media relations.

More recently, the London-based communication association [CIPR Inside](#) developed a detailed [Communication Measurement Matrix](#) that focuses primarily on internal communication, but is adaptable to member and customer communication as well. It breaks out various types of communication outcomes (sentiment, behavior and ROI), as well as the communication outputs that can be precursors for those outcomes (channels, content, conversation and voice). For each one, there are options listed for survey questions to measure that aspect of communication and additional non-survey options, such as content analysis and network analysis.

The matrix was developed by a nine-person panel of measurement experts, headed by Kevin Ruck, Chair of CIPR Inside and co-founder at PR Academy. The panel is currently soliciting suggestions—either additions or changes—before a second draft is developed. If you have any questions or comments, please email me at angela@sinicom.com and I'll pass them on to my colleagues on the panel.

Angela Sinickas is president of [Sinickas Communications, Inc.](#), an international consultancy specializing in communication research and measurement. More information about standards for measurement appeared in the January issue of her newsletter, [Measurement Works](#).

CIPR Inside Measurement Matrix

What to Measure	How to Measure	
	Questionnaire	Other Research
Channels: are they working? How effective are your newsletters, magazines, intranet, social media, e-mail briefings, conferences, “town hall” meetings, team meetings, project meetings and 1:1s? Is the channel appropriate for the content?	Access Usefulness Frequency Volume Preferences by topic	Content analysis Ease of reading Interviews

Sample section