List of communication indicators

Contribution to Programme communication objectives	Communication objectives *eMS > WP Communication*	Communication of project activities – performance indicators		Source of verification of target groups
CO 2. To raise awareness and disseminate the information about the Programme and benefits of cross-border cooperation and to ensure coordination with other relevant programmes SCO 2.1. To raise awareness about the Programme and benefits of cross-border cooperation by disseminating the results for different stakeholder groups in the programme area and to the general public SCO 2.2. To ensure successful external communication towards other relevant programmes (Interreg, mainstream, macro-regional strategies) and share of good practice with them in order to contribute to effective functioning of the Programme	**Raise awareness** **Increase knowledge** **Influence attitude** **Change behavior**	**Media presence** * how were project activities communicated to the media * in which media was project promoted	Number of sent press releases	E-mails
			Number of published press releases	Daily circulation of newspapers
			Number of published press releases (online)	Links to online press releases, statistics of website visits
			Number of TV reports	Links to TV reports
			Number of radio reports	Links to radio reports
			Number of media ads	Financial documentation (invoices, procurement procedures...)
		Web and social media presence * how were project activities communicated through web and social media	Number of website visitors	Statistics of website traffic (Google Analytics...)
			Number of social media interactions	Social media statistics (posts, comments, likes, reach, shares, subscribers, views...)
		Promotional materials * which promotional materials were made within the project	Number of publications (brochures, flyers...)	Financial documentation (invoices, procurement procedures...)
			Number of events / educations / etc. where the publications where used / distributed	Activity plan
			Number of posted plaques / posters (jumbo or similar)	Financial documentation (invoices, procurement procedures...), photos
			Number of created infographics	Infographics
			Number of created and sent newsletters	Newsletters, e-mails
			Other promotional materials (USBs, t-shirts...)	Financial documentation (invoices, procurement procedures...), photos
		Events organization * which events were organized within the project (workshops, conferences, educations, info days...)	Number of events organized for the project promotion	Participant / signature lists and photos
			Number of participants at events	Participant / signature lists and photos
			Satisfaction rate at organized events	Evaluation forms
			Number of visited (project related) events	Participant / signature lists and photos, activity plan
			Number of e-mail invitations to events	E-mails
		Networking * which synergies were made within the project	Number of new synergies	Activity evidence
		Other communication and information activities * specify activities not listed above	Specify quantity, depending on the project approach	Provide evidence in a verifiable and measurable manner