

Q: How often should you measure: a) the effectiveness of individual media? b) staff opinions/culture?

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The answer depends on what you're measuring, if you've had time to make any changes since the last measurement and how large your audience is. Typically, surveys are conducted no more than once every 12 to 24 months. However, if there are aspects of your culture or a publication you are actively trying to change, you may want to supplement the large surveys with mini-surveys on key measures administered to small samples of your audience more frequently, perhaps quarterly or even monthly. During a time of massive change, you might even survey more frequently to measure the impact of specific changes or announcements.

On the other hand, if you have a relatively small audience of only several thousand, conducting frequent surveys with a large enough sample to be statistically reliable would mean surveying the same people several times a year, which is not recommended.

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