

The impact of Coronavirus on communications evaluation

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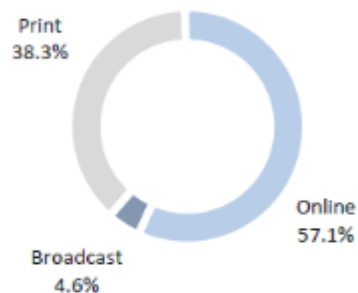
What we will cover

- How the ONS was reporting communications impact
- How the communications team adapted
- What we lessons we can take away

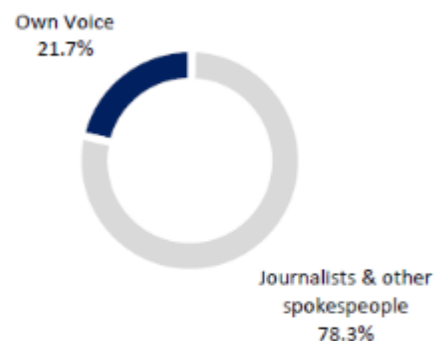
Evaluating impact before...

- Monthly reports (delayed by a month)
- Heavy focus on quantitative media coverage metrics
- A very broad view of coverage

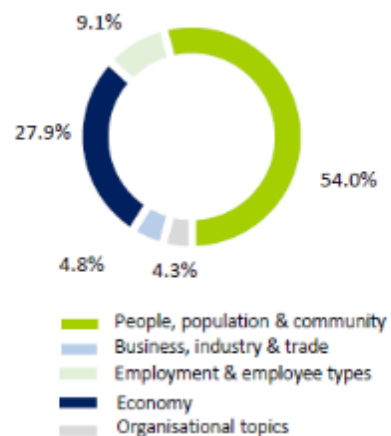
Media Types



Share of Own Voice



Mentions



Universe
Selected British traditional media coverage about the ONS and the UKSA

Period
August 1 – August 31, 2019

Measurement
Media volume: share and number of mentions; reach; sentiment



Presence

685 media items analysed: 22/day

Average daily reach: 3.1 million



Sentiment

88.3% Neutral media coverage

Positive vs. negative evaluations:

4.2% / 7.5%

Sentiment ratio (organisation):

69% / 24.2% / 6.8%



Reputation

71.6% No reference to reputation

28.4% Reference to reputation

56.1% Quality

12.9% Authority

30.9% Relevance

LIVE DOWNING STREET



STAY HOME PROTECT THE NHS SAVE LIVES

BBC NEWS

Coronavirus: Downing Street briefing

A further 5,614 people test positive for Covid-19 in the UK

▪ A further 5,614 people test positive for Covid-19 in the UK

17:31

What we needed to change

- More real-time reporting
- A broader view of our channels
- Inclusion of the right context

NARRATIVE

- Nick Stripe appeared on BBC News shortly after release emphasising that 18,500 deaths in the week up to 10 April was about 8,000 more than normal at this time of year.
- The announcement of ONS's joint leadership of the large scale government study on the spread of Covid-19 was highlighted in Thursday night's No 10 briefing by Health Secretary Matt Hancock.
- "UK's stats regulator has written to the Department for Work and Pensions, telling the department to be more transparent with the figures ministers are using to demonstrate how it is handling the coronavirus crisis," reports Civil Service World.
- The ONS weekly deaths statistics have continued to underpin much of the debate about the true impact of the virus. The Guardian writes "Only with the latest charts from the Office for National Statistics has the UK begun to appreciate what the Cambridge statistician David Spiegelhalter calls 'the only unbiased comparison' of Covid-19 deaths against other and seasonal deaths."
- Covering Friday's ONS report on social impacts of coronavirus on disabled people and blog by Deputy National Statistician Iain Bell further detailing the subject, The Mirror writes that the ONS "has found that coronavirus and the lockdown is having a different effect on those with disabilities".

MEDIA COVERAGE

Total items in time period

965

Week on week: -428

Year on year: +730

ONS WEBSITE

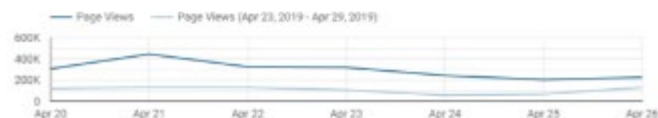
Page views

Page views this week

2,062,601

Week on week: -14.1%

Year on year: +179.3%



Top pages

Page Title	Page	Page Views -
1. Deaths - Office for National Statistics	/people/populationandcommunity/birthdeathsandmarriages/deaths	132,464
2. Deaths registered weekly in England and ...	/people/populationandcommunity/birthdeathsandmarriages/deaths/bulletins/deathsgistweeklynengland...	118,647
3. Deaths registered weekly in England and ...	/people/populationandcommunity/birthdeathsandmarriages/deaths/datasets/weeklyprovisionalfiguresondeath...	107,931
4. Coronavirus (COVID-19) - Office for Natio...	/people/populationandcommunity/healthandsocialcare/conditionsanddiseases	105,133
5. Home - Office for National Statistics	/	92,180

EMAIL BULLETINS

Email bulletin click rate :

6.9%

Week on week: -1pp

Year on year: +3.9pp

Central gov. benchmark:

Median: 4% | Top 20%: 6.4%

Coronavirus update subscribers this week

4,805 (310 new subscribers)

Top Bulletins

- [ONS Blog - Measuring the labour market during Coronavirus](#)
13,629 unique opens
- [ONS Blog - ONS looking internationally during COVID-19](#)
13,209 Unique Opens
- [ONS Blog - New insights into life under lockdown](#)
12,779 Unique Opens

INTERNAL COMM

Reggie Pageviews

65,745

Breakdown of views

Sharepoint: 2,296

Coronavirus: 2,349

Service now: 2,682

Top 3 news page hits

Photo competition: 1,038

Your call: 1,211

Obituary for Jack Oryswaanyi: 1,711

Yammer

Number of active users: 1,034 (+12%)

Posted messages: 111 (+61%)

Liked messages: 351 (+104%)

Commentary

This week we trialled hosting 2 'Your Call' sessions.

Across the 2 session there were 1,154 bookings. This is as a result of using Google hangouts which allows for greater numbers to attend.

There was great engagement with 154 questions and comments being posted on Slido.

The Reggie news article about the event had 1,277 hits so this is a fantastic booking rate.

SEARCH

7 day data—trending questions

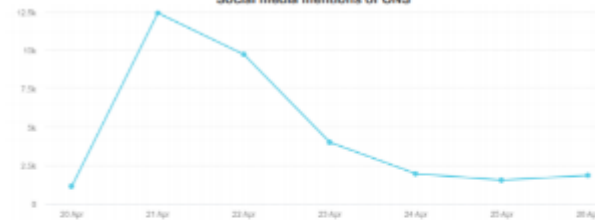
- When will the lockdown end in the UK?
- When did the UK lockdown start?
- Is Italy still in lockdown?
- What is herd immunity?
- Is anyone immune to coronavirus?
- How to boost your immune system?

30 day data—interest in Office for National Statistics on Google



SOCIAL

Social media mentions of ONS



Most engaged tweets

[We've also published our figures for deaths registered in the week ending 10 April 2020 \(week 15\)...](#)

718 Retweets 1K Likes

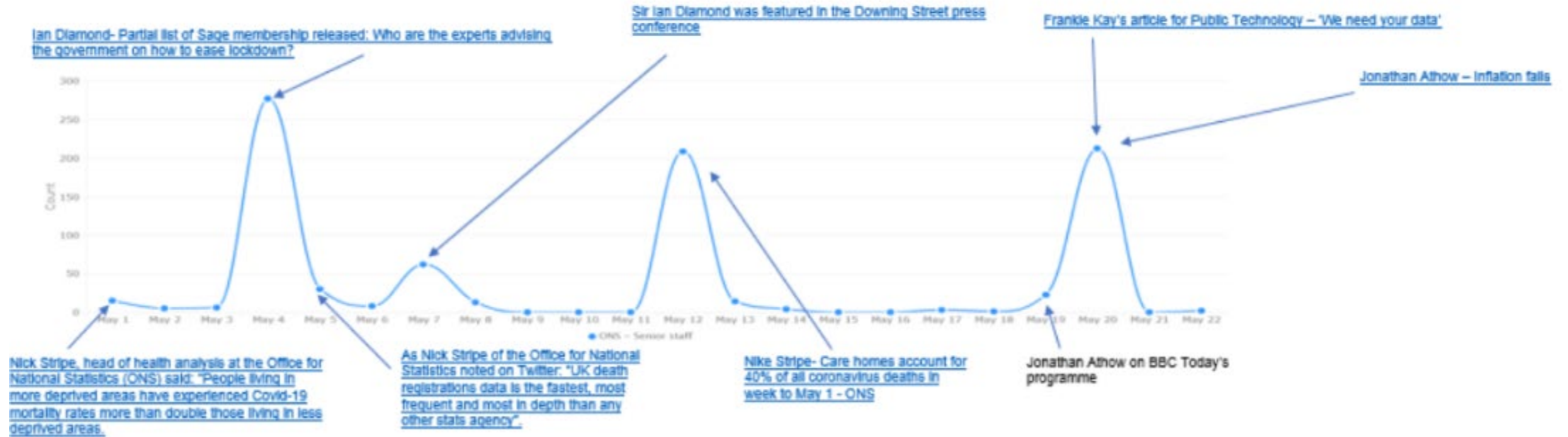
[Our weekly deaths data show that - of all deaths in England and Wales that occurred up to 10 April \(registered up to 18 April\), 13,121 involved COVID-19...](#)

713 Retweets 621 Likes

[There is a difference in the numbers because we include all deaths where COVID-19 was mentioned on the death certificate...](#)

127 Retweets 123 Likes

Media Analysis – Spokespeople



What we've taken away

- Focus on a topic enables understanding
- Timeliness improves relevance and actions
- We can and should adapt our approach

What's next

- Feed into larger impact evaluation
- Turn lessons into recommendations
- Keep learning + keep adapting = keep maximising impact