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
685 media items analysed: 22/day
Average daily reach: 3.1 million

88.3% Neutral media coverage
Positive vs. negative evaluations: 4.2% / 7.5%
Sentiment ratio (organisation): 69% / 24.2% / 6.8%

71.6% No reference to reputation
28.4% Reference to reputation

56.1% Quality
12.9% Authority
30.9% Relevance
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
What we needed to change

• More real-time reporting
• A broader view of our channels
• Inclusion of the right context
COVID-19 Communications Dashboard
20-26 April 2020

**Radar**
- Nick Stripe appeared on BBC News shortly after release emphasizing that 15,520 deaths in the week up to 19 April were about 5,000 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 BBC 10 briefing by Health Secretary Matt Hancock.
- UK’s stats regulator has written to the Department of Health and Parsons calling 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 death statistics have continued to undermine much of the debate about the true record of the virus. The Guardian writes: "In the latest data from the Office for National Statistics has the UK begun to acknowledge what the Cambridge philosopher David Spiegelhalter calls "the only unassailable consequence of Covid-19 deaths against what is seasonal death.""
- Downing Street’s ONS report an social impacts of coronavirus on disabled people and copies by National Statistics at press at 5pm further detailing the subject. The FT reports that the ONS "has found that coronavirus and the lockdown is having a different effect on their well-being, "

**Media Coverage**
- Total stories in this period: 965
  - Week on week: -22
  - Year on year: +72

**Email Bulletin**
- Email includes click rates:
  - 6.11% Week on week: +2.5
  - Year on year: +3 top:
    - Central grv. perceptions: 47.9%
    - Coronavirus update subscribers this week: 4,685 (100 new subscribers)

**Top Bulletins**
- ONS blog: Measuring the labour market during Coronavirus
  - 13,629 unique opens
- ONS blog: ONS looking internationally during COVID-19
  - 13,228 unique opens
- ONS blog: How much does it cost under lockdown?
  - 12,779 unique opens

**Onward**
- Please direct queries to: StrategicCommunications@ons.gov.uk


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**Reggie Pageviews**

66,745

**Breakdown of views**
- SharePoint: 2,256
- Counter: 2,534
- Direct view: 2,062

**Top 3 news page hits**
- Photo competition: 14,025
- Walk a mile: 1,911
- Chalky’s for Jack Downer: 1,713

**Yammer**
- Number of active users: 1,634 (+12%)
- Posted messages: 5,557 (+1%)
- Lived messages: 351 (+43%)

**Commentary**
This week we trialled testing 2 “Year of Call” sessions.
Across the 2 sessions there were 1,104 bookings. This is as a result of using Google hangouts which allows for greater numbers to attend.
There was great engagement with 194 questions and comments being posted on OS Do.
The Reggies news article about the event had 1,372 hits on this is a fantastic booking rate.

**Search**
- 7 day data: 192,715
- 30 day data: 1,604,175

**Social**
Over 20 weeks 16 likes
Our Weekly social media mentions of CNS.
714 x mentions: 521 likes
**Most engaged tweets**
- Mentions: 1,325
- Mentions: 1,325

**COVID-19 Communications Dashboard**
Media Analysis – Spokespeople

Ian Diamond: Partial list of Sage membership released. Who are the experts advising the government on how to ease lockdown?

Sir Ian Diamond was featured in the Downing Street press conference.

Francis Kay's article for Public Technology – 'We need your data'.

Nick Stripe, head of health analysis at the Office for National Statistics (ONS), said: 'People living in more deprived areas have experienced Covid-19 mortality rates more than double those living in less deprived areas.'

As Nick Stripe of the Office for National Statistics noted on Twitter: 'UK death registrations data is the fastest, most frequent and most in depth than any other stats agency.'

Nike Stripe: Care homes account for 40% of all coronavirus deaths in week to May 1 – CNS

Jonathan Athow – inflation tails

Jonathan Athow on BBC Today's programme.
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