Formulas For Measuring 📏 The Effectiveness of Internal Communications

Employee Adoption Rate

What it is:

Employee Adoption Rate measures how many eligible users are registered for a communication platform.

Why it matters:

This helps inform you of the maximum impact this platform can make in your company. A high employee adoption rate shows good promise for communication, however a low employee adoption rate shows you that your messages aren't reaching the largest audience.

How to calculate it:

To measure your Employee Adoption Rate, you need the following figures:

- Quantity of Eligible Employees
- Quantity of Employees Enrolled in the Platform

$$\left(\frac{\text{Qty of Employees Enrolled}}{\text{Total Eligible Employees}} \right) \times 100 = \text{Employee Adoption Rate}$$

Log In Rate

What it is:

Log In Rate shows what percentage of users with an account regularly log into a platform. You can measure Log In Rate for any period of time (daily, weekly, monthly, etc).

Why it matters:

Understanding your Log In Rate helps you leverage your most popular internal communications mediums. If you know that 90% of employees check their email every day, but only 10% of employees are logging into the intranet each day, you can conclude that your reach would be better in email.

How to calculate it:

To measure your Log In Rate, you need the following:

- A Time Frame

- Quantity of Eligible Employees

- Quantity of Employees Enrolled in the Platform

$$\left(\frac{\text{Qty of Users Accessing The Platform}}{\text{Qty of Enrolled Users}} \right) \times 100 = \text{Log in Rate}$$

Open Rate

What it is:

Open Rate shows what percentage of users open a specific post or message. This refers to opening an email, clicking on an intranet bulletin, opening a notification, etc.

Why it matters:

Open Rate definitively shows you what percentage of employees are opening your messages. Once you understand your Open Rate, you can optimize your headlines and messages to be seen and absorbed by a greater audience.

How to calculate it:

To measure your Open Rate, you need the following:

- A Message or Post to analyze

- Quantity of Eligible Employees

- Quantity of Users Who Accessed the Message or Post

HINT ContactMonkey helps you track your internal emails and easily calculate your Open Rate.

$$\left(\frac{\text{Qty of Users Accessing The Item}}{\text{Qty of Enrolled Users}} \right) \times 100 = \text{Open Rate}$$

Click Through Rate

What it is:

Click Through Rate (CTR) shows what percentage of users who opened a post or message went on to click on a link, call to action, or submit a form.

Why it matters:

CTR is your Open Rate taken to the next level. Of all the people who saw your message and opened it, how many followed through to see a resource or take action? CTR demonstrates how compelling your internal communications are.

How to calculate it:

To measure your CTR, you need the following:

- A Message or Post to analyze

  - A Link or Call to Action within the Message or Post

- Total quantity of people who opened the Message or Post

- Quantity who clicked on the Link or Call to Action

HINT ContactMonkey automatically tracks your CTR in newsletters.*

$$\left(\frac{\text{Total Measured Clicks}}{\text{Total Measured Opens}} \right) \times 100 = \text{Click Through Rate}$$

Employee Net Promoter Score (eNPS)

What it is:

eNPS, measures how likely an employee is to recommend their workplace.

Why it matters:

eNPS is an indispensable employee engagement metric because it gives you a good benchmark of the state of your workforce, and can be directly correlated with profitable outcomes including:

- Lower turnover
- Lower recruitment costs
- Increased productivity

eNPS is standard across all organizations, making it possible to benchmark your success against similar enterprises.
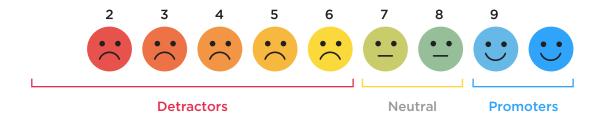
How to calculate it:

To measure eNPS, all you need is a single, standardized question.

"On a scale from 0-10, how likely are you to recommend this organization as a good place to work?"

Answers are broken down between Detractors (0-6), Passives (7-8), and Promoters (9,10). Detractors and Promoters will be used to calculate your score. 'Neutral answers do not get factored into the occasion, because their net impact cannot be defined as negative or positive.

% Promoters – % Detractors = eNPS
Your score can range anywhere between -100 to +100.

On a scale of 1-10, how likely are you to recommend this organization as a place to work?

| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

Detractors   **Neutral**   **Promoters**

%Promoters − %Detractors = eNPS

Looking to improve how you measure internal communications?

Check out our full article on [Internal Communication Metrics](#) or book a call with one of ContactMonkey's Internal Communications experts.

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