Tips for Measuring Ethics & Compliance Program Engagement

Email Engagement*

- **Open Rate**: The percentage of people who opened your email out of those it was sent to.
  - *Unique opens:* The number of receipents to open your email.
  - *Multiple opens:* The average number of times people reopened your email likely indicating an interest in the subject matter.
  - *Total opens:* The number of times your email was opened/reopened overall.
- **Click Rate**: The percentage of people who clicked a link inside your email out of those it was delivered to. If you link a document or website in your email, this is a good way to figure out how many people followed the link.
- **Read Time**: The average amount of time your readers have your email up on their screens. Engaging emails should be kept brief so you are not a major competitor for readers' attention.
- **Reply Rate**: The percentage of people who replied to your email. If you did not intend for there to be responses to your email this metric is not important.
- **Device Use:** The percentage of recipients viewing your email on various devices (desktop computer, tablet, or phone). This will give you some helpful insight into your audience.[2]

You can access this information by using a third-party mailing service such as MailChimp.

> ### Ideal Open/Click Rates
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> Internal company emails typically see an open rate of **50% to 94%** after several days and an **8%** click rate (when it is not mandatory to follow links). When open rates are lower than the standard figures, this is a sign of low engagement. Be mindful of the industry you are in, taking into consideration your workforce's access to computers.[1]

Code of Conduct Engagement

Reach out to your IT team or to whoever hosts your website to learn these metrics:

- **Page Views**: The number of people who viewed the page your CoC is hosted on.
  - *Session duration:* The average time spent by a visitor on a page.
  - *Page session duration:* If your CoC is hosted on multiple pages this can show you how long visitors are spending on each page. This is a good metric to determine if a page of the CoC is of particular interest to your workforce and they are returning to it.
  - *Average page depth:* Total number of page views divided by the number of visits. This gives insight into how many pages of the CoC visitors tend to view on average when looking at the CoC.
- **Click Mapping**: This allows you to review where visitors are clicking on the CoC, but this metric is only useful if there are links throughout your CoC to measure. This can be useful if there is an interactive table of contents allowing you to see what information visitors coming to your CoC are looking for.
- **Visitor Data & Time Stamps**: Depending on the sort of data avaliable to you, there are ways to learn about the context in which people are viewing the CoC. This is especially useful for large organizations as you can see from which countries your CoC is being accessed along with time stamps to provide insight on if page visits are happening during work hours or after.

Historical Data

Need more benchmark numbers? Once you start measuring analytics, you can use historical data to determine what your program benchmark is and where to improve.

Pulse Survey Engagement

Understand the data should you ever send out pulse surveys pertaining to your compliance program:

• **Survey Completion**: The number of surveys completed compared with the number of surveys sent out. This number is typically low, well **below 50%**, and it depends on how engaged people are with your program, your company size, and industry.

• **Time to Complete:** Pulse surveys are intended to be brief and the best way to make certain you are accomplishing this is by measuring the average time to complete your surveys.

• **Invite Survey Comments**: Your surveys may spark interest or insight from your audience so give them a space to write out comments to questions you did not think to ask. Be sure to mention that survey comments are confidential and not shared.

• **Exclude Incorrect/Incomplete Responses**: To ensure your surveys are valid, you will need to make certain the data is cleaned up such as if you get half-completed or blank responses. If possible, remove survey results which show someone clicked the same answer for every question as these only corrupt your data set.

• **Survey of the Survey Responses**: If you have the opportunity, at the end of your survey, allow your audience to survey the experience. This can be done by simply having them select how they judged the survey experience on a numbers scale. Surveying the survey experience helps to show your commitment to improvement.

[1] https://staffbase.com/blog/get-more-employees-to-open-internal-emails/#:~:text=We%20did%20some%20research%20on,%2D%2094%25%20for%20internal%20emails

[2] https://www.contactmonkey.com/blog/email-metrics