WORKSHEET

Evaluation Exercise

Directions

1. After a crisis has abated, come together as a team to reflect on the following questions. Ensure the time after the end of the crisis and the evaluation exercise is a reasonable timeframe, like within a week.
2. A communications director or communications manager can lead this step. If your team lacks dedicated communications staff, a subject matter expert can step into the lead position. Designating a specific team member to oversee the evaluation helps establish clear accountability.
3. Make adjustments to the plan and worksheets as needed.
4. Share findings and adjustments with staff, board members and relevant partners and stakeholders.

There may be an opportunity to conduct an evaluation exercise during the crisis if you find your messaging objectives are not being met. This introspective exercise can help realign efforts before it's too late.

Message effectiveness

What was the reach?

How did people react to your messaging? Was it in the way you intended?

Behavior change

Did people take action as directed?

Did they learn to protect themselves from the risk?

Identifying and countering misinformation

Were you able to track and manage it? Were you able to stop its spread?

Public trust and credibility

Did your communication approaches increase or decrease public trust in your organization?

Potential changes moving forward

What current materials or information — digital and in print — need to be adjusted to align more directly with audience values?

Do you, your members, and/or your partners need to shift resources to more effective communication platforms for future engagement?

What community partnerships can/should be strengthened?

How might you be able to increase transparency moving forward?