Table 2. Key questions and indicators to measure the quality and usefulness of your outputs

Is the work of high technical quality?			
Questions	**Example indicators you could use**	**What those indicators tell you**	**What those indicators don't tell you**
Did your outputs have a clear strategic objective and plan to ensure quality?	Number of outputs that were informed by a communications strategy or plan. Was your publication peer reviewed? Did your publication go through an editorial and production process? Does your output conform to organisational branding guidelines?	The amount of strategic communications and planning to ensure quality	Whether the output was deemed of high quality by the audience, or if it influenced the audience
	Publications: • Experience of author Events: • Experience/quality of participant or speaker	Indicator of credibility or potential influence of author/participant/speaker to reach audiences	How the audience received them Whether the output actually had influence or impact
	Number of peer reviewed journal articles reviewed or accepted	Indicator of academic quality	Who is reading it Whether it is useful/deemed of high quality by other audience types

Table 2 (cont'd). Key questions and indicators to measure the quality and usefulness of your outputs

Was the audience satisfied?			
Questions	**Example indicators you could use**	**What those indicators tell you**	**What those indicators don't tell you**
Did it receive feedback from the audience?	Praise of communications output(s) (formal or informal) Social media tweets or comments Comments received e.g. on a blog	Audience feedback; whether they thought it was of quality (or not!); a potential indication of an action that may occur as a result of the outputs; potential learning for other outputs or strategy	It is only the opinion of one or several members of your audience and may not be indicative of wider views
Do they see the work as credible, reputable, authoritative and trustworthy?	Number or percentage who state the content of the output/activity is useful Number or percentage of users who report knowledge gained Number or percentage of users who report their views have changed	Provides an indication of how useful the output(s) is Audience learning Whether the information was internalised by the audience	In what way they found it useful (need qualitative feedback) The specific knowledge gained and subsequent impact How exactly their views changed and any action as a result