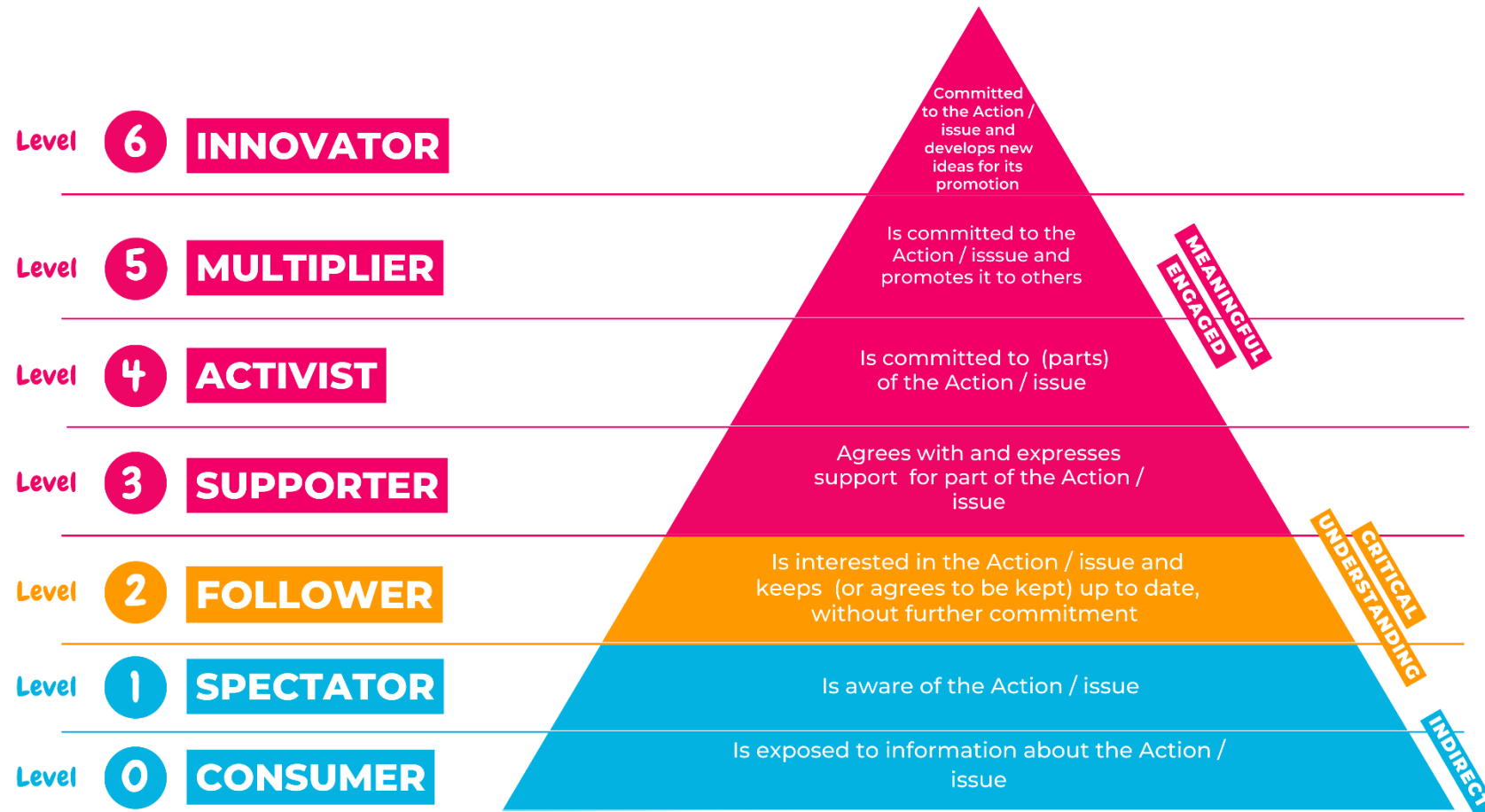


# Engagement pyramid



Audience	Level	Monitoring tools (incomplete)
I N D I R E C T	<p><b>LEVEL 0: CONSUMER (OF COMMUNICATION PRODUCTS OF THE ACTIVITY)</b></p> <ul style="list-style-type: none"> <li>Contact with your activity is accidental, e.g. by coming across it via               <ul style="list-style-type: none"> <li>* a media report / article,</li> <li>* a public / street event,</li> <li>* promotional material,</li> <li>* an advertisement etc.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Press review</li> <li>Number of materials released</li> <li>Estimate of participants in an event of which the performed activity is a part (possible through pictures).</li> </ul>
	<p><b>LEVEL 1: SPECTATOR/AWARE</b></p> <ul style="list-style-type: none"> <li>Is aware of the activity and what it is about</li> <li>Engagement is irregular, e.g. through occasional, possibly one-off, visits to a project website, blog or Facebook page, or through access to a report, lesson or session at school</li> </ul>	<ul style="list-style-type: none"> <li>Visits website</li> <li>Social media data (clicks, views, etc.). Medium with the highest count is leading to avoid double counting.</li> <li>Downloads of documents related to the activity</li> </ul>
C R I T I C A L  U N D E R S T A N D I N G	<p><b>LEVEL 2: FOLLOWER/INTERESTED</b></p> <ul style="list-style-type: none"> <li>Is interested in the activity / topic it is about and likes to be kept up-to-date (be on a mailing list, or similar).</li> <li>Contact through direct communication of the activity or one of its communication channels (e.g. e-mail subscription, Twitter follower, Facebook likes). Apart from possibly attending a free public event (such as an exhibition, theatre performance, public discussion), receiving a free one-off briefing or something else, this will not otherwise lead to any follow-up action.</li> </ul>	<ul style="list-style-type: none"> <li>Estimate of people attending an event (possible through pictures).</li> <li>Reactions to social media posts (likes).</li> <li>Data on posts from social networks about the project</li> <li>Attendance list of conferences</li> </ul>

<p><b>LEVEL 3: SUPPORTER</b></p> <ul style="list-style-type: none"> <li>● Agrees with and/or expresses support for (parts of) the activity.</li> <li>● Performs one-off action following contact or invitation e.g. <ul style="list-style-type: none"> <li>* signs a petition, * endorses and sends an electronic message or link about the project,</li> <li>* attends an event for which admission is charged, * participates in a discussion session of the activity,</li> </ul> </li> <li>● * attends a one-off workshop, seminar, or conference session, * changes purchasing behaviour in relation to one of the themes, * voluntarily participates in a session (e.g. workshop) organised at school</li> </ul>	<ul style="list-style-type: none"> <li>● Interaction on social media activities (sharings, comments)</li> <li>● Participant list of workshops, seminars or similar</li> <li>● Signatures on a petition</li> <li>● Request to analyse the project for a thesis or research project</li> <li>● Short questionnaire through QR-code on event</li> </ul>
<p><b>LEVEL 4: ACTIVIST</b></p> <ul style="list-style-type: none"> <li>● Commits to (parts of) the activity</li> <li>● Participates, for example, in * a series of workshop seminars or a conference, * helps at a project event, * participates in a public meeting, * tries out ideas or things the activity promotes, * openly declares support (e.g. Writes a letter), * changes buying behaviour regarding a variety of items.</li> </ul>	<ul style="list-style-type: none"> <li>● Availability to become a volunteer for the project</li> <li>● Interviews, focus groups</li> <li>● Most significant change</li> </ul>
<p><b>LEVEL 5: MULTIPLIER</b></p> <ul style="list-style-type: none"> <li>● Is committed to and promotes the activity</li> <li>● Systematically encourages communication on the issues raised by the activity in his/her own social or work environment, e.g. <ul style="list-style-type: none"> <li>* Promotes involvement in the project's issues and ideas to friends and acquaintances, to people in the local community or in the workplace. * Participates in a study tour and tells others about experiences</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Interviews, focus groups</li> <li>● Most significant change</li> <li>● Outcome harvesting</li> </ul>
<p><b>LEVEL 6: INNOVATOR</b></p> <ul style="list-style-type: none"> <li>● Is committed to the activity / issues raised and develops and implements (new) ideas for promoting its intentions</li> <li>● Works with and reaches out to others to develop and implement new ideas for actions (e.g. introduces a school-wide initiative, initiates creative activities / media events, initiates lobby meetings with policy makers, publicly raises new related themes, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>● List of self-initiated events/initiatives organised by the 'innovator'</li> <li>● Interviews, focus groups</li> <li>● Most significant change</li> <li>● Outcome harvesting</li> </ul>



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