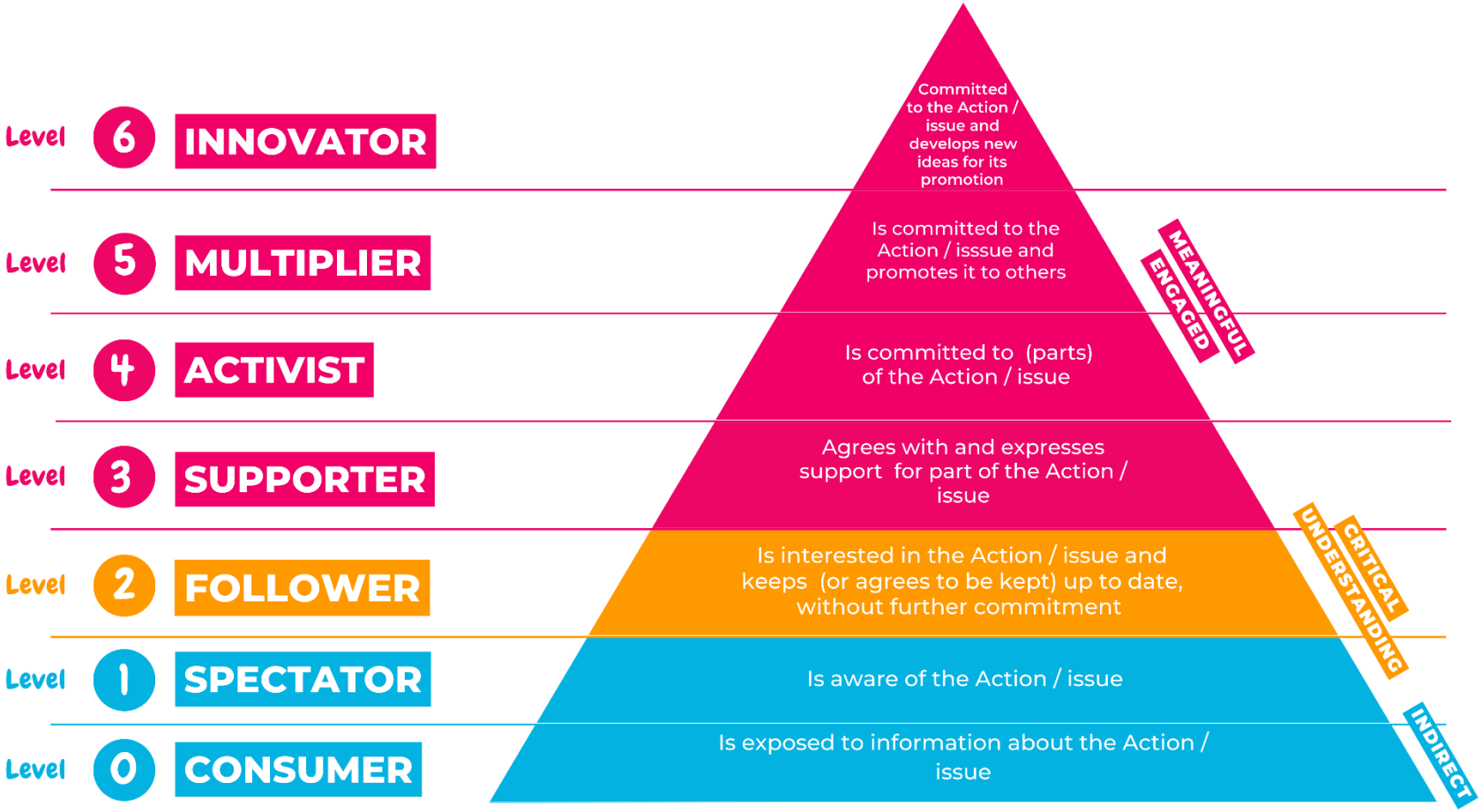
CONNECT FOR GLOBAL CHANGE
by WILDE GANZEN

Co-funded by the European Union

Engagement pyramid



Audience	Level	Monitoring tools (incomplete)
INDIRECT	**LEVEL 0: CONSUMER (OF COMMUNICATION PRODUCTS OF THE ACTIVITY)** ● Contact with your activity is accidental, e.g. by coming across it via * a media report / article, * a public / street event, * promotional material, * an advertisement etc.	● Press review ● Number of materials released ● Estimate of participants in an event of which the performed activity is a part (possible through pictures).
	LEVEL 1: SPECTATOR/AWARE ● Is aware of the activity and what it is about ● 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	● Visits website ● Social media data (clicks, views, etc.). Medium with the highest count is leading to avoid double counting. ● Downloads of documents related to the activity
CRITICAL UNDERSTANDING	**LEVEL 2: FOLLOWER/INTERESTED** ● Is interested in the activity / topic it is about and likes to be kept up-to-date (be on a mailing list, or similar). ● 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.	● Estimate of people attending an event (possible through pictures). ● Reactions to social media posts (likes). ● Data on posts from social networks about the project ● Attendance list of conferences

MEANINGFUL ENGAGED	**LEVEL 3: SUPPORTER** ● Agrees with and/or expresses support for (parts of) the activity. ● Performs one-off action following contact or invitation e.g. * signs a petition, * endorses and sends an electronic message or link about the project, * attends an event for which admission is charged, * participates in a discussion session of the activity, ● * 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	● Interaction on social media activities (sharings, comments) ● Participant list of workshops, seminars or similar ● Signatures on a petition ● Request to analyse the project for a thesis or research project ● Short questionnaire through QR-code on event
	LEVEL 4: ACTIVIST ● Commits to (parts of) the activity ● 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.	● Availability to become a volunteer for the project ● Interviews, focus groups ● Most significant change
	LEVEL 5: MULTIPLIER ● Is committed to and promotes the activity ● Systematically encourages communication on the issues raised by the activity in his/her own social or work environment, e.g. * 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	● Interviews, focus groups ● Most significant change ● Outcome harvesting
	LEVEL 6: INNOVATOR ● Is committed to the activity / issues raised and develops and implements (new) ideas for promoting its intentions ● 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.)	● List of self-initiated events/initiatives organised by the 'innovator' ● Interviews, focus groups ● Most significant change ● Outcome harvesting

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