

Digital Engagement Performance, Insight and Impact Measurement Framework

1. Tracker Overview

- Campaign / Initiative Title
- Lead Organisation
- Service Area
- Lead Officer
- Reporting Period
- Version Control
- Date of Review
- Purpose of Tracking

2. Strategic Purpose of Digital Engagement

- Improve resident accessibility and inclusion
- Increase resident participation and influence
- Improve communication reach and transparency
- Measure customer sentiment and trust
- Strengthen engagement with underrepresented groups
- Improve service awareness
- Evidence customer influence and engagement outcomes
- Support regulatory compliance and reporting

3. Regulatory and Governance Alignment

- Transparency, Influence and Accountability Standard
- Tenant Satisfaction Measures (TSMs)
- Housing Ombudsman Complaint Handling Code
- Consumer Standards
- Equality, Diversity and Inclusion Standards
- Digital Inclusion Strategies
- Customer Experience Strategies
- Corporate Communication Standards

4. Audience and Demographic Monitoring

- Residents
- Leaseholders
- Shared Owners
- Young People
- Older Residents
- Disabled Customers
- Digitally Excluded Customers
- Ethnically Diverse Communities
- Staff and Internal Stakeholders
- Partner Organisations

5. Website Engagement Metrics

- Total Website Visits
- Unique Visitors
- Page Views
- Average Session Duration
- Bounce Rate
- Exit Pages
- Most Visited Pages
- Accessibility Usage
- Downloads
- Search Terms Used
- Returning Visitors
- Conversion Rates
- Resident Portal Click Throughs
- Form Completion Rates

6. Website Metrics Tracker

Metric	Target	Actual	Comments / Insight
Total Website Visits			
Unique Visitors			
Average Session Duration			
Bounce Rate			
Top Performing Pages			
Accessibility Tool Usage			
Resident Portal Clicks			
Downloads			

7. Social Media Engagement Metrics

- Reach
- Impressions
- Engagement Rate
- Likes and Reactions
- Comments
- Shares
- Video Views
- Link Clicks
- Follower Growth
- Top Performing Content
- Resident Questions Raised
- Customer Sentiment

Facebook Metrics Tracker

Metric	Target	Actual	Comments / Insight
Post Reach			
Post Impressions			
Engagement Rate			
Comments			
Shares			
Follower Growth			
Most Engaged Post			
Resident Queries			





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Instagram Metrics Tracker

Metric	Target	Actual	Comments / Insight
Post Reach			
Post Impressions			
Engagement Rate			
Comments			
Shares			
Follower Growth			
Most Engaged Post			
Resident Queries			

LinkedIn Metrics Tracker

Metric	Target	Actual	Comments / Insight
Post Reach			
Post Impressions			
Engagement Rate			
Comments			
Shares			
Follower Growth			
Most Engaged Post			
Resident Queries			

X / Twitter Metrics Tracker

Metric	Target	Actual	Comments / Insight
Post Reach			
Post Impressions			
Engagement Rate			
Comments			
Shares			
Follower Growth			
Most Engaged Post			
Resident Queries			

YouTube Metrics Tracker

Metric	Target	Actual	Comments / Insight
Post Reach			
Post Impressions			
Engagement Rate			
Comments			
Shares			
Follower Growth			
Most Engaged Post			



Resident Queries			
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TikTok Metrics Tracker

Metric	Target	Actual	Comments / Insight
Post Reach			
Post Impressions			
Engagement Rate			
Comments			
Shares			
Follower Growth			
Most Engaged Post			
Resident Queries			

8. Digital Consultation and Co-Design Metrics

- Consultation responses received
- Workshop attendance
- Survey completion rates
- Demographic representation
- Resident influence evidence
- Repeat participation
- Resident satisfaction with engagement
- Suggestions implemented

9. Resident Portal and App Engagement

- Portal registrations
- Active users
- Logins
- Self-service transactions
- Repairs reported online
- Rent account interactions
- Notifications opened
- Digital service uptake

10. Email and Digital Communication Metrics

- Open rates
- Click-through rates
- Bounce rates



- Unsubscribe rates
- Most engaged topics
- Resident feedback received
- Campaign conversions

11. Accessibility and Digital Inclusion Monitoring

- Use of translation tools
- Screen reader compatibility checks
- Easy Read downloads
- Large print requests
- Alternative channel requests
- Digital support requests
- Offline engagement requests

12. Customer Sentiment and Trust Analysis

- Positive sentiment
- Negative sentiment
- Neutral sentiment
- Themes and trends
- Trust indicators
- Complaints themes
- Resident confidence indicators

13. Equality, Diversity and Inclusion Tracking

- Participation by demographic group
- Underrepresented voice tracking
- Accessibility adjustments provided
- Protected characteristic monitoring
- Engagement equality review

14. Risks, Issues and Barriers

- Low engagement levels
- Digital exclusion
- Misinformation



- Accessibility concerns
- Negative sentiment escalation
- Platform limitations
- Data quality concerns



15. You Said, We Did Tracking

- What residents said
- What action was taken
- What changed
- What could not be changed and why
- Evidence of customer influence

16. Performance Dashboards and Reporting

- Executive reporting
- Board reporting
- Customer scrutiny reporting
- Service team dashboards
- Quarterly reporting cycles
- Annual trend analysis

17. KPI and Outcome Tracking

- Resident participation targets
- Engagement growth targets
- Digital inclusion measures
- Customer satisfaction outcomes
- Service improvement outcomes
- Resident trust indicators

18. Monthly Engagement Summary Table

Month	Campaign / Activity	Total Reach	Total Engagement	Key Learning	Actions Required



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19. Lessons Learned and Continuous Improvement

Digital engagement activity should be reviewed regularly to identify patterns, improve accessibility, increase trust, strengthen participation and ensure that engagement activity delivers meaningful influence and measurable outcomes. Learning should be shared across teams, governance groups and customer influence structures to support continuous improvement.

20. Good Practice Principles

Digital engagement should be inclusive, accessible, transparent, evidence-based and resident-focused. Metrics should not only measure clicks and impressions, but also measure influence, understanding, trust, representation and meaningful customer impact.

