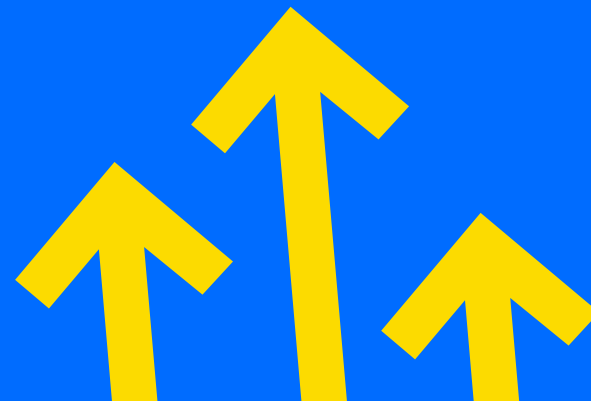# The Ultimate Internal Comms Audit in 4 Easy Steps +Template

Staffbase

Your internal comms channels are the trusted source of news in your organization.

And in times of uncertainty, it's especially critical that you're reaching your employees in an engaging and timely way — while also keeping business goals in mind.

But how do you make sure you're on the right track?

It's time to **conduct an internal comms audit**.

Think of it like spring cleaning. You'll need to "clean up" your IC strategy once or twice a year to make sure your channels are aligning with your comms strategy.

We're here to help you save time. That's why we've created this four-step guide for you — including a free template to audit your channels easily.

Step 1:
Determine the scope

Step 2:
Conduct executive interviews

Step 3:
Ask your employees for feedback

Step 4:
Audit your channels and determine next steps

Step 1: Determine the scope

Does an internal comms audit seem overwhelming? A great place to start is to **determine the scope**. Consider:

- The audience you want to audit. Is this a local audit for a single office location or is it company-wide?

- Your communication channels and formats, or focus on just one (printed materials, online content, meetings, etc.).

- How much time do you have to put into this audit? When can you carve out time to both plan and complete it? Do you want to complete this every six months? Every 12 months?

- Who will own this audit on your team?

- Which stakeholders need to be consulted?

Be as realistic as possible. It's better to keep your audit at a reasonable level — you'll still come away from it with key learnings, but they will be way faster to implement. **This will then allow you to quickly observe the effectiveness of your changes.**

Step 2: Conduct Executive Interviews

Comms audits put a lot of focus on the communication needs of employees. That said, it's important not to forget about executives — they're the ones on the other side of the table, and their views and expectations provide great insight into both the priorities and the expectations of your communications efforts.

Try to interview at least three or four key executives. These interviews can tell you what management wants from communication, provide insight into how management thinks the organization currently communicates, and prove to senior leadership that you're serious about driving the business forward through communication.
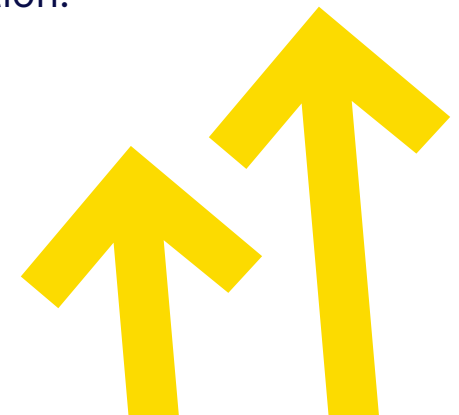
Here are some sample interview questions:

- What's your communications plan for the next five years?

- Which barriers are your organization likely to face?

- How can communications overcome these problems?

- How would you rate your present organizational communication?

- What would your communications accomplish in a perfect world?

- What do you see as the biggest obstacles to effective communication?

- What are the most crucial issues facing the organization?

- What information do you feel your internal audience needs, but isn't getting?

Step 3: Ask your employees for feedback

A well-designed employee survey can offer **invaluable data and feedback**, which can significantly shape your company from the inside out.

However, it's essential to pay attention to the survey's design, as poorly designed surveys can lead to unintended consequences and even worsen employee engagement outcomes.

For example, **question order can greatly impact responses**. One study found that the likelihood of respondents choosing an option increased by an average of 24% if it was presented first rather than last.

This demonstrates the importance of carefully considering survey design to avoid biases and ensure accurate, meaningful results that contribute to positive change within the company.

Here's our advice:

- To ensure high participation and total completion of your survey, try to **limit the number of questions to a maximum of ten.**

- **Avoid hypothetical questions.** Choose direct questions about your organization's current internal comms situation. It's far more valuable to understand what people are actually doing as opposed to what they think they should be doing.

- Make sure you **gather demographic information at the beginning** — like location, business unit, age group, and work type (desk or non-desk, remote or hybrid, etc.). You'll need this information to segment the questions from above and understand the differences and priorities of various audiences).

- **Use Pulse Surveys** — super short surveys focused on a single specific area for improvement. Pulse Surveys are used to help monitor employee happiness, understanding, and engagement in a quick and easy way.

Here are some sample questions:

• Overall, how satisfied are you with communications in your company?

(Sample scale: very satisfied, satisfied, neutral, dissatisfied, very dissatisfied)

• Compared to a year ago, how would you rate your knowledge of the company, its strategies, and its ongoing accomplishments?

(Sample scale: much more knowledgeable, somewhat more knowledgeable, same level of knowledge, somewhat less knowledgeable, much less knowledgeable)

• What kinds of company-wide information do you believe are important for you to receive?

(Sample topics: overall strategy, products and services, updates about your location / business unit, HR, marketing, competition, key initiatives and projects, success stories, community involvement)

• What kind of information regarding your employment do you believe is important for you to receive?

(Sample topics: HR, benefits, personal development, compensation, training, personal goals, level of goal achievement)

• From which of the following sources do you presently receive most of your information about what's going on in the company? Rank your top three information sources only.

(List current communication channels)

Step 4:
Audit your channels and determine next steps

A channel audit is a top-to-bottom review of all your internal communications — whether it's the intranet, employee app, email newsletter, digital signage . . . however you communicate with your employees.

Do these channels fulfill your organization's objectives? And how could they be improved?

We've put together a template to get you started:

- Fill out for each of your existing channels.

- Define the channel's purpose, audience, metrics, and scheduling.

- Draw conclusions from all of the data you've collected throughout the whole audit process (executive and employee interviews), and make recommendations for next steps to improve the effectiveness of your channels.

Channel

E.g., Intranet, employee app, internal newsletter, digital signage, etc.

Audience

Who is the audience? Do you need to adjust your target audience? Do you need to segment?

Purpose

What is the purpose of this channel? How does this channel help employees stay informed? How does this channel support your organization's business goals?

Engagement metrics

Do you have enough data to measure the effectiveness of this channel? How do you know if your employees are engaged? How often are you measuring?

Scheduling

Are you posting at the right cadence for employees? How will you adjust your scheduling and planning based on employee feedback?
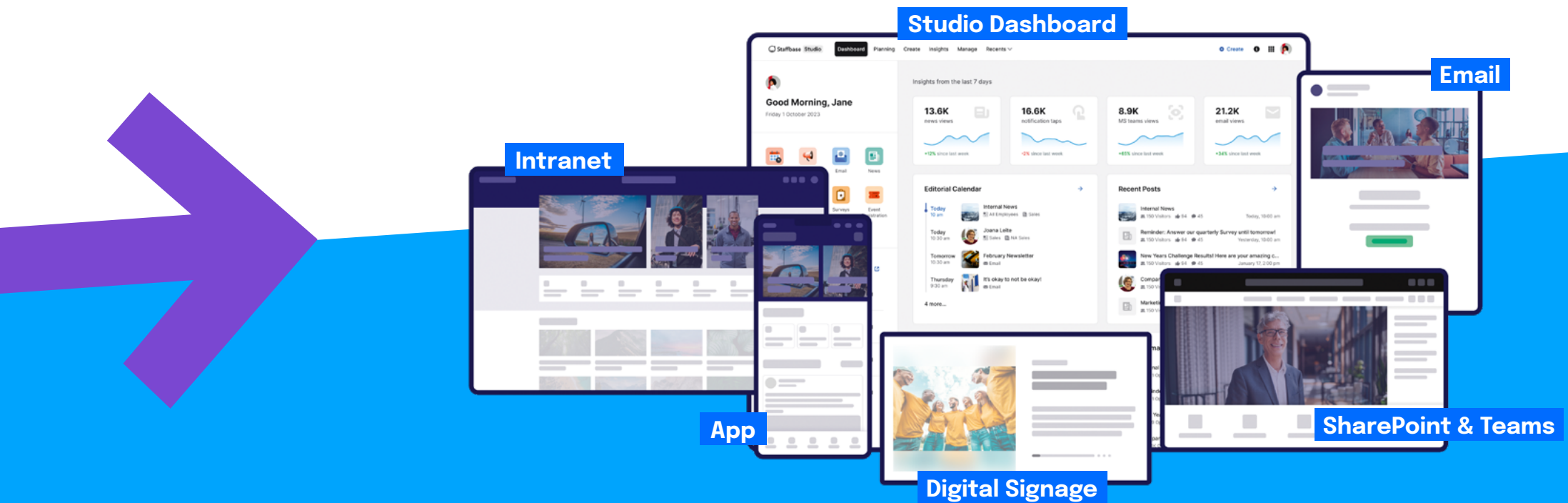
Next steps

Based on this channel audit, what are your recommendations for your comms team? Do you need to adjust this channel's strategy? How will you inform your senior leadership team? Do you need additional tech support or tools?

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Intranet

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