

# QUICK & EASY INTERNAL COMMS AUDIT

## 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?