Communications Audit Worksheet

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Why Audit My Communications?

When was the last time you updated your website, reviewed your mission statement, or took a closer look at your publications, email marketing, and social channels? Chances are it's been a minute (or a few years) and while some of your communications may have evolved as your organization has grown or experienced change, it's difficult to find the time to ensure all your communications reflect this change or don't contradict each other. A communications audit will help you to better target your messages, tools and platforms, as well as your audiences and, in general, help shine a light on what you are doing well and what you could be doing better with regards to your communications efforts.

Getting Started

This worksheet will walk you and your team through the communications audit process. It will assist you in evaluating existing communications, which leads to a prioritized list of items to be updated, removed, or a potential "wish list" of materials you may want to develop in the future.

- Channel or Tactic – This is the vehicle through which you will be communicating. Common examples would be your website, a social media outlet (Facebook, Instagram, or Twitter), or a publication.
- Primary Audience – Who are you communicating with? What is your target audience? This is where your strategic planning really pays off, allowing you to craft a message that will not only reach but also resonate with the right people.
- Primary Use, Goal, and/or Purpose – Why are you doing this? What's the purpose? What does success look like? Visualize the results you want to achieve and develop a strategy to meet those end goals.
- Frequency – How often will you be communicating? Daily? Weekly? Monthly? Set a cadence to help you understand when and how you're engaging to your audience to ensure you aren't over- (or under-) communicating.
- Content Mix – Choose how the content should be approached. Is it general? Member-focused? Should there be a call to action (CTA)?
- Writing Style and Tone – Know how you want to speak with your audience. Think about your voice, personality, and approach for the content. Generally, this follows your brand standard but can be adjusted depending depending on the channel or other circumstances.
- Microcontent – Depending on the channel, you may need to think about supporting (micro) content. (e.g. headlines, subject lines, image captions)
- Design – Think about the look and feel you want to pursue. Do you have different logos? Which one would suit this application best? What about colors and style? (Tip: align this with your writing style and tone for consistency.)
- Visuals – Will you need supporting visuals? (e.g. charts, graphs, or photography)
- Branding and Integration – How will this support or integrate with your brand? It's okay if it doesn't, but be intentional about how and when to diverge from your brand standards.
- Distribution – Is it a printed handout? An email? Blog post? This is how you'll share your content with the world.
- Media Type – Print, web, electronic, face-to-face ... Know the tools you'll need to produce and share your content.
- Owner and/or Department – Identify an owner and/or department who is responsible for seeing this through.

CHANNEL/ TACTIC	PRIMARY AUDIENCE	PRIMARY USE/ GOAL/PURPOSE	FREQUENCY	CONTEXT MIX	WRITING STYLE	MICROCONTENT	DESIGN	VISUALS	BRANDING AND INTEGRATION	DISTRIBUTION	MEDIA TYPE	OWNER/DEPT

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