

Communication Audit Template

Use this template to understand your brand's current internal communication standards.

Communication Checklist

Done	
	Does my brand have a communication strategy covering the next three months?
	Does my brand have a communication strategy covering the next six months?
	Does my brand have a communication strategy covering the next year?
	Does my brand have an updated communications matrix?
	Have we assigned roles and responsibilities?
	Have we created a timeline and roadmap?
	Has my brand created a content calendar?
	Are we using the content calendar to guide our external and internal communications?
	Do we have communication analytics set up?
	Is my brand analyzing and utilizing our data to better understand our customers?

Communication Audit

- 1. Evaluate the Situation:** Determine what you're interested in auditing, who needs to be included, and what channels to be aware of.

- 2. Identify Timeline and Roadblocks:** Research how long your audit will take based on the channels and individuals involved. Brainstorm potential challenges and prepare solutions.

- 3. Involve Leadership:** Ask leadership to support your audit and its findings.

Evidence:

Existing templates or processes:

Benefits:

- 4. Involve Audience Members:** Using unbiased methods, select a group of diverse individuals to use as test subjects in your audit.

Selection method:

- 5. Perform Audit:** Communicate with your audience about the purpose of your audit. Perform your audit with participating individuals.

Why are you conducting a communication audit?

How will you collect qualitative data?

How will you collect quantitative data?

Review your company's existing communication practices:

6. Review Data: Review your findings and create a single resource with your audit's results.

Research overview:

Summary of results:

Analysis of audience opinions and data:

Strategy recommendations for improvement:

- 7. Publish Data:** Create a brand audit report and publish your findings. *Consider using a [Brand Audit Report Template](#) during this stage.*

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