

# 2020 Internal Comms Channel Audit



Completed by \_\_\_\_\_ on \_\_\_\_\_

## Channel Overview

Channel	Name	Frequency/Month	Interactions	Interactions/Message
Email Platform				
Intranet				
Social				
Digital Signage				
Print				
Other				

**Total messages:** \_\_\_\_\_

**Most Interactions/Channel** 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

## Employee Feedback

One of the most common ways to learn about your employees' feelings related to your communications is a good ol' fashioned survey.

The following is a template we've devised for a 6 question survey where each statement is measured from 1 (Strongly Disagree) to 5 (Strongly Agree). Make sure to have a section at the end for employee comments.

	1 Strongly Disagree	2	3	4	5 Strongly Agree
<b>I am well informed of my company's communications.</b>					
<b>I am pleased with the number of company communications I receive.</b>					
<b>The information I receive from my company is relevant.</b>					

	1 Strongly Disagree	2	3	4	5 Strongly Agree
<b>I understand and enjoy my corporate culture.</b>					
<b>I am satisfied with the way I am presented my company news.</b>					
<b>I like the different mediums through which I receive my corporate comms.</b>					

**Employee comments:** \_\_\_\_\_

## SWOT Analysis

The SWOT Analysis - Strengths, Weaknesses, Opportunities, and Threats - is a simplified way to visualize all of the internal and external factors involved in your communications process.

<b>Strengths:</b>	<b>Weaknesses:</b>
<b>Opportunities:</b>	<b>Threats:</b>

## Key Takeaways

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_



See what channels work using [Cerkl's advanced insights](#).

