

# Actionable Communications Audit

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This audit enables you to hear the voice of your organization across the varied platforms where you interact with your audience, in both digital and print spaces. This insight enables you to evaluate the effectiveness of your current communication strategy and begin to put together a concrete plan for improvement.

Compile the text from 3-5 of the most recent emails sent out from your organization, the 5-10 most recent posts from each social network where your organization has a presence, and any recent print communication pieces (direct mail, posters, flyers, etc.)

**Read each communication piece out loud, listening for the following:**

- How would we describe the tone and personality of the voice communicating across each piece?
- Is this voice consistent across the various messages we send?
- Is this the voice that best represents our organization?
- What is the goal we hear each piece intending to accomplish? What specific action is it asking and leading our audience to take?
- Who is the messaging speaking to, whom is it aiming to mobilize?

**Compare the messaging and voice heard in your digital and print communications with the primary messages currently on your website's homepage.**

- Does our audience encounter the same voice wherever they engage with our content? Though the content and its intended audience may differ between platforms, is the voice coming through our messages recognizable as "us"?

**Evaluate the outcome each piece of communication achieved after it was sent out.**

- What did each piece of communication accomplish, what were its results?
  
- What feedback did we receive from our audience who engaged with the message?

**Based on your own insights and those shared with you through audience engagement, consider the following:**

- What actions do we want to focus on asking our audience to take (Donate, share our mission, advocate, volunteer, attend an event)? Which communication channel is the best platform to communicate each of those calls to action?
- What changes can we implement today in our communication to more effectively mobilize our intended audience?
- What guidelines can we establish to add consistency and focus to our message across all of the platforms we use to communicate?
- What long-term needs do we want to plan for in the new year to ensure our audience hears a consistent message across multiple communication channels?
- What upcoming milestones can we set for implementing shifts in our communication plan to achieve our desired outcomes (end of year campaign, holidays, anniversaries, etc)?