**INTERNAL COMMUNICATION AUDIT PLANNING INTERACTIVE** TEMPLATE

**Step 1: Evaluation**

Determine what will be included

Make a list of the items, channels or audiences you want to evaluate through the audit (we’ve included some examples below).

**Company Name:**

**Step 2: Timing**

How long will the audit take?

Speak to your leadership to identify any potential restrictions and discuss the timings. Note down any important information.

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**Step 4: Audience**

What employees are you selecting?

Note down a diverse set of employees from all business areas, roles, locations and levels

**Step 3: Get Leadership Buy-In**

How do you get leadership involved?

For each step, write down the actions you’ll take to get your leadership involved in the process.

Show how great internal comms will help you company

Do you have any existing templates & processes?

Set out your evidence

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**Step 5: Communicate**

Share that you’re performing an audit

Write a message to your focus group of employees explaining why you’re doing it and what you will do with their feedback.

Quantitative Data

Qualitative Data

Review existing internal comms practises

Questions:

**Step 6: Collection Your Information**

How will you collect info from employees?

Note down the ways you’ll use to collect your information and map out the questions you’ll ask your focus group.

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**Step 8: Action Plan**

Share that you’re performing an audit

Write a message to your focus group of employees explaining why you’re doing it and what you will do with their feedback.

**Step 7: Review your Data**

Pull together everything you’ve documented

Draw conclusions from the data you’ve collected and combine your findings in a report.

Analysis of employee opinions & improvement strategy

Summary of findings

Overview of research & why

**INTERNAL COMMUNICATION AUDIT PLANNING INTERACTIVE** TEMPLATE

Executive Summary

What is the problem you’re solving?

How will it be executed?

Cost of the solution & cost of doing nothing:

What’s the proposed solution?

Explain the current state & what you’re doing about it:

**Step 9: Publish the Report**

Communicate the audit

Make sure you tell people what you’ve discovered and how you plan to address it. Write some notes below in the structure your report.

**See how Oak can transform your internal comms strategy:** [**Book a demo**](https://www.oak.com/oak-engage-intranet-demo/?utm_source=internal_communication_audit_template&utm_medium=pdf)