

Internal Communication Strategy Checklist

Foundations of a Good Communication Strategy

- Set up a regular, recurring meeting with key stakeholders across the organization.
- Use an editorial calendar to track messages and campaigns.
- Conduct an internal communications audit annually.

Learn More About Your Audience

- Survey your employee groups regularly (pulse surveys and annual surveys).
- Start an employee focus group (be sure to have employees of different departments, locations, tenures, ages, cultural backgrounds, titles, etc.)

Focus on the Content

- Explore more content mediums (e.g. video, audio) and work with your focus group to understand what would appeal to the audience.
- Look at your analytics and survey your employees to learn what's working, what's not working, and why.
- Audit your content regularly. Ask yourself questions like:
 - » Is the content title creative? Descriptive?
 - » Am I writing too much? Too little?
 - » Would this message be better as a video, podcast, or other medium than text?
 - » Am I thinking through how people will feel and react to this communication? Are my messages producing the intended effect?

Measure Your Impact

- Start by determining your objectives as an internal communication team and how you will contribute to achieving business goals.
- Check your metrics regularly so you can pivot quickly if something doesn't work like you intended.
- Share your results regularly with your IC team, key stakeholders, and senior leaders.