

## Now We See in a Mirror Dimly

How communication audits can help

Square our view

Sharpen our outlets



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## What is an audit?

A comprehensive and thorough study of communication philosophy, concepts, structure, flow and practice within an organization



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## Getting in touch

Communication audits provide overview of perceptual capital

- Goodwill
- Reputation
- Perception



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## What an audit can do

- Determine whether your messages are being received
- Measure how your mission matches public perception
- Identify changes you need to make
- Support a funding campaign
- Prepare for a crisis



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## What type of audit do you need?

- Communication policy and process
- Organizational messaging
- Crisis management



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## Tools for your audit

- Discovery
- Surveys
- Interviews/Focus Groups
- External Reviews
- Mystery Shopper



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## LSA Communications Audit

### Methodology

- Internal interviews
- Online survey (72 orgs)
- Telephone interviews (21 orgs)



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## LSA Communications Audit

### Key Findings

- SMOs indicate products and services generally effective
- Staff rated products and services as less effective
- LSA Today lacks focus
- LSA website is weak



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## LSA Communications Audit

### More Key Findings

- Strong interest in online communities
- SMOs want more personal contact
- SMOs want to hear more about other SMOs
- Branding is important
- Consistent message is needed



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## LSA Communications Audit

### Key Recommendations

- Redesign website
- Control website
- Create separate external, internal publications
- Make the annual report the flagship
- Develop consistent and audience-specific core messages
- Develop a short video
- Create a call system



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## LSA Communications Audit

### Insights

- Context is important
- You learn things you don't expect!
- Illuminates blind spots resulting from habitual framing
- Test for realism



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## Preparing for your audit

- Identify your goals and purpose
- Decide the scope and tools you will use
- Gather Materials
  - Print materials
  - Website URLs
  - E-mail communication
- Involve your stakeholders



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"I can see clearly now the rain is gone,  
I can see all obstacles in my way.  
Gone are the dark clouds that had me blind.  
It's gonna be a bright, bright  
Sun-Shiney day.

- Johnny Nash



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