Now We See in a Mirror Dimly

How communication audits can help
- Square our view
- Sharpen our outlets

What is an audit?

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

Getting in touch

Communication audits provide overview of perceptual capital
- Goodwill
- Reputation
- Perception
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

What type of audit do you need?

- Communication policy and process
- Organizational messaging
- Crisis management

Tools for your audit

- Discovery
- Surveys
- Interviews/Focus Groups
- External Reviews
- Mystery Shopper
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Methodology
• Internal interviews
• Online survey (72 orgs)
• Telephone interviews (21 orgs)

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

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
"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