

# EMPLOYEE COMMUNICATIONS AUDIT



The Employee Communications Audit is a list of questions (below) shares through a survey (1-13 are 1-10 scale and the remainder are yes/no). The score to the survey plots a company on the Employee Communications Benchmark Tool, which provides guidance on steps for improvement.

1. How visible is your company's social strategy on your corporate homepage (the ways in which the company is investing in solving societal challenges)?
2. How visible is your company's social strategy on your corporate intranet?
3. How visible is your company's social strategy on your corporate giving portal?
4. Are individual employee's activities featured on your main corporate website? (e.g., stories, photos)
5. Do you use a variety of technology tools (e.g., email, intranet, yammer, video) to share information with employees?
6. Do you use a variety of more traditional tools (e.g., voicemail, employee advocates, printed letters, banners, town hall meetings) to share information with employees?
7. Think of the mission, vision, values, and/or purpose statement your company uses most frequently in employee communications. How clearly does it communicate the company's commitment to society?
8. How would you rate your company's *strategies* in driving the intended result (e.g., more people signing up, raised awareness, taking action, becoming advocates)?
9. How would you rate your company's *investments* in driving the intended result (e.g., more people signing up, raised awareness, taking action, becoming advocates)?
10. Is your relationship with the communications, marketing, and/or brand unit in your company weak or strong?
11. Have your local teams translated your signature program to employees in other regions of the country and/or globe for local relevance?
12. Have your local teams maintained strategic alignment of your signature program in other regions of the country and/or globe?
13. How well do you communicate with employees who are offsite a majority of time (not at headquarters, either working remotely or in a regional office) ?
14. Has your CEO spoken publicly (written or verbally) about the company's social efforts in the last 6 months?
15. Do you have access to employee demographic data, i.e., could you use data to target different groups of people?
16. Does your company offer employees a way to share with other employees or more broadly their experiences taking part in your social programs?
17. Does your company have a cross-business unit committee that allows you to share updates and receive feedback on your company's social programs?