

# COMMUNICATIONS AUDITS



Websites, social and traditional media, and CSR reports are the only few ways the public can see what a company is doing to invest in society. If stakeholders can't easily find through quick web searches information on a company's investment in society, they will assume it's not happening. To address this challenge, CECP developed a suite of Communications Audits to ensure companies are telling their story.

CECP's Data Insights and Corporate Leadership teams can assist with overall strategy and benchmarking on your investments in society, guiding you towards excellence, but if you are interested in how *internal and external audiences perceive* your work, a Communications Audit is an effective way to be sure your investments in society are known among a wider audience.

CECP provides Communications Audits for companies at any stage of activity in corporate social investment:

**Essential Services:** *Included in annual affiliation*

## **Mini Audit:**

Do you want to develop an understanding of what goes into a Communications Audit and how you can benefit from the findings? Or are you in beginning stages of corporate social investment and just starting to communicate about it?

CECP will undertake a quick review of your corporate responsibility website and 1-2 other sources, such as a CSR report or twitter feed, to assess opportunities for growth. Through this process, we will identify a project to work on together, such as guidance and support around messaging, website updates, CSR report improvements, twitter focus areas, and more.

## **Website Side-by-Side:**

Are you about to undergo website updates? Do you have a sense your website is falling short in communicating the strength of your program? Do you not have a dedicated corporate responsibility web page? Are you ready to take the next step after the mini-audit to dig into how best to communicate to the public your investment in society?

CECP will undertake a quick review of the company website, with a focus on the corporate home page and main corporate responsibility pages, developing a short list of opportunities for improvement. The review can be done of the company page plus 1-2 other peer corporate websites.

## **Internal Comms Assessment and Benchmark:**

Are you doing the good work to invest in society but employees are still asking if you have a corporate responsibility program? Is there a sense that there's an opportunity to better communicate corporate purpose and strengthen culture? We often say, "Get your internal house in order, first."

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With a 17-question CECP assessment, based on what we know excellence in internal communications looks like, CECP will give you a score, which corresponds to a CECP Internal Communications Benchmark grid. Once you take the survey, CECP will talk you through the results and share ideas for moving to the next level.

**Advanced Advisory:** *Available through additional investment in a project with CECP*

### **Multi-Channel Side-by-Side:**

Are you reviewing your strategic focus area? Are you at a turning point in your program with time and budget to make changes? Are you able to reflect on what's working and what's not? Do you need insights into where your communications may be falling short, with examples of best practices to help you improve?

Going deeper with CECP's communications support, CECP will review social media, websites, CSR reports, and news channels of the company and 2 other peer companies to compare how all perform based on 30 questions in the areas of *CEO leadership, Innovation, Measurement, Partnership, Long-Term View, and Storytelling*.

### **Purpose Communications Assessment:**

You've been following the buzz about corporate purpose. You have invested in it and you have a purpose statement, but does anyone know about it? Do your corporate purpose-related communications hit upon all the areas CECP has identified as vital to excellence in corporate purpose?

CECP uses a broad list of indicators--including *D&I, environment, advocacy, thought leadership, workforce, and more*--to review your company's communications channels to assess your corporate purpose communications and determine your level of excellence, including the identification of areas where you excel and areas of opportunity.

Findings will provide your company with an assessment of how the public may perceive you are doing, which can be compared to your internal strategies. Do they match up?