



 theEMPLOYEEapp®

Internal Comms Strategy Checklist

Communication Strategy Checklist

All eyes are on internal communication teams right now. The COVID-19 pandemic shifted focus onto the importance of workplace communication. So much attention shifted to internal comms, in fact, that **66% of communicators say their influence increased as a result of the pandemic** (State of the Sector, 2021). But now we have to perform. We have to create high-performing internal communication strategies to maintain that respect and value. So, we created a checklist to help you achieve your business objectives.

Resource Spotlight:
Conducting a Stop, Start, Continue Audit

Why we love it:

- ✔ Builds agility
- ✔ Simple framework for strategic analysis
- ✔ Provides actionable insights

Foundations of a Great Communication Strategy

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

Internal Comms Foundations Resources:

- [Internal Comms TV: 5 Tactics That Actually Make an Impact](#)
- [Conducting a Stop, Start, Continue Audit](#)

Resource Spotlight:
Writing Employee Surveys Checklist

Why we love it:

- ✔ Simply breaks down all elements of creating an actionable survey
- ✔ Great for long-form and pulse surveys

Learn More About Your Audience

- Survey your employee groups regularly (**TIP:** Use a mix of pulse surveys for quick, actionable feedback and comprehensive annual surveys for more detail).
- Start an employee focus group. Make sure you include employees from different departments, locations, tenures, ages, cultural backgrounds, etc.

Audience and Persona-Building Resources:

- [Employee Surveys Checklist](#)
- [Creating an Employee Engagement Survey for Your Deskless Workers](#)

Checklist

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Resource Spotlight: Internal Comms Audit

Why we love it:

- ☑ Free template included
- ☑ Tips and examples walk you through each step
- ☑ Helps you make your case to leadership

Resource Spotlight: 10 Tips for a Great Mobile Content Strategy

Why we love it:

- ☑ Mobile-focused
- ☑ Includes great examples that you can start using right away

Resource Spotlight: Guide to Measurement & Analytics for Internal Comms Pros

Why we love it:

- ☑ Great for experienced data nerds & beginners
- ☑ Includes examples and key resources for internal comms pros
- ☑ Covers a wide range of measurement topics:
 - » Goal-setting
 - » Data visualization
 - » Crafting surveys
- ☑ Made in partnership with our friends at Brilliant Ink

Focus on the Content

- Explore more content mediums (e.g. video, audio) and work with your employee focus group to understand what would appeal to your audience most.
- Look at your analytics and survey your employees to learn what content is working, what's not, and why.
- Audit your content and channels regularly. Ask yourself questions like:
 - » Are my content titles creative? Descriptive?
 - » Am I writing too much text? Too little?
 - » Would my text-based messages be better as a video, podcast, or graphic?
 - » Am I thinking through what people will Do, Say, Think, or Feel?
 - » Are my messages producing the intended effect?

Content Resources:

- [Guide to Creating Internal Comms Campaigns](#)
- [Internal Comms Audit Guide \[with template\]](#)
- [10 Tips for Creating a Great Mobile Content Strategy](#)
- [Internal Comms TV: The Do, Say, Think, Feel Approach to Communication](#)

Measure Your Impact

- Determine your objectives as a communication team (TIP: Make sure these are SMART goals).
- Learn about the goals of the key stakeholder groups you work with.
- Determine how you will contribute to achieving the company's business goals.
- Check your metrics regularly so you can quickly pivot if something doesn't work like you intended.
- Share results with your internal comms team, stakeholders, and senior leaders.

Measurement Resources:

- [Guide to Measurement and Analytics for Internal Comms Professionals](#)
- [Internal Comms TV: Why We Measure](#)
- [Internal Comms TV: Setting the Right Goals](#)
- [Internal Comms TV: Sharing Your Results](#)

About theEMPLOYEEapp

theEMPLOYEEapp was created by communications and HR professionals to address the challenges organizations face communicating with a dispersed and deskless workforce. theEMPLOYEEapp is an internal communication and engagement solution that allows workers to have fast and easy access to the information, documents, and resources they need to succeed in their work.

Our app allows you to target information to your employees when and where they need it on their smartphone, tablet, or computer, and empower leaders and frontline managers to engage and activate employees across the organization. Unlike most traditional communications channels, theEMPLOYEEapp creates a customized, branded experience for employees, encouraging your workforce to join together in a single, centralized channel.

Our Mission is to enable the effortless flow of meaningful information for organizations driven by frontline workers.

[Request a Demo](#)

