

Internal Communication Strategy Checklist

1. Review Current Communication Methods

- Conduct staff surveys to gather feedback on current communication methods.
- Organize focus groups with diverse representation (leadership, management, sales, technical teams, frontline workers).
- Identify pain points and areas for improvement in current communication methods.

2. Analyze Feedback and Identify Improvement Areas

- Assess if all staff have access to necessary information.
- Determine if some staff receive irrelevant information.
- Identify recurring communication problems (e.g., lack of information, poor engagement).
- Evaluate the need for increased transparency in communications.
- Analyze communication effectiveness during specific times (days of the week, times of the year).
- Review staff preparedness for recent company events or announcements.
- Collect feedback on internal communication from colleagues and peers.

3. Set SMART Goals

- Define specific communication methods for different departments (e.g., Slack for Sales, email for Management).
- Establish measurable metrics to analyze the impact of communication changes.
- Ensure the proposed changes are feasible and attainable.
- Align communication goals with the needs of the target audience.
- Set realistic timelines for implementing communication changes.

4. Review and Select Communication Technology

- Take stock of current tools used for internal communications.
- Consider new tools that:
 - Keep all group members informed
 - Facilitate communication planning and tracking
 - Encourage employee interaction and engagement
 - Are user-friendly
- Integrate commonly used tools (e.g., Slack, Google Drive, Microsoft Planner) into the intranet.

5. Set Budget and Timelines

- Determine the budget available for communication strategy changes.
- Decide if a new intranet is needed or if updates to the existing one will suffice.
- Plan for additional features (social network, mobile application, integrated search solution).
- Set timelines for implementing changes.
- Inform employees about upcoming changes and involve them in the process.

6. Review and Improve Continuously

- Set short-term and long-term goals to measure the success of the communication strategy.
- Monitor social advocacy (staff liking and sharing messages) as an indicator of engagement.
- Regularly review the strategy's effectiveness and make necessary adjustments.
- Ensure the communication strategy evolves with the business needs.