COMMUNICATIONS AUDIT TOOL (BASELINE INFORMATION)

How does your organization use communications? Use the following to rank the use of communications within your organization. You will fill out this form again to determine your organization's progress toward using communications to effectively reach its goals. Once you've filled out the form below, count up your score and compare it to the score sheet provided.

	N/A = 0	Never = 1	Rarely = 2	Sometimes = 3	Often = 4	Always = 5	TOTAL
SECTION 1: MESSAGING							
Question 1							
I know my organization's key messages. [If you don't know your organization's messages choose zero for all questions in SECTION 1, and skip to SECTION 2, Question 1]							
Question 2							
My organization has a clear core statement.							
Question 3							
My organization uses data to inform the who, where, when and how of our message development and dissemination. [If your organization doesn't collect data choose zero]							
Question 4							
My organization tailors the same message in various ways to reach different audiences.							
Question 5							
My organization reviews and revises our messages to ensure maximum effectiveness.							
Question 6							
My organization refers to its key messages before embarking on a new campaign or project.							
Question 7							
External audiences understand my organization's position on key issues impacting after school and youth.							
Question 8							
Those in my organization memorize the key talking points for a specific messaging campaign before it begins.							
Question 9							
My organization reaches out to families, community members, key stakeholders and youth to offer their experiences with the organization to bolster the strength of our messages and/or campaigns.							
TOTALS							0

	N/A = 0	Never = 1	Rarely = 2	Sometimes = 3	Often = 4	Always = 5	TOTAL
SECTION 2: OVERALL COMMUNICATIONS STRATEGY							
Question 1							
My organization has a communications plan in place. [If your organization does not have a communications plan in place choose zero for Questions 1 and 2 and skip to Question 3]							
Question 2							
My organization periodically updates and adjusts its communications plan and gets feedback from key stakeholders. [If your organization does not have a communications plan choose zero]							
Question 3							
The roles of staff are clearly defined when it comes to who is accountable for creating and using specific communications tools and strategies within my							
Question 4							
My organization has a style guide in place that is regularly updated [If your organization does not have a style guide choose zero]							
Question 5							
My organization has its goal(s) in mind when determining what tools we will utilize to broadcast our messages.							
Question 6							
My organization thinks about our audience when determining which tool to use to best reach them.							
Question 7							
The staff within my organization understand the value of strategic external communications to reach our collective goals.							
Question 8							
My organization tracks metrics collected for specific campaigns such as press hits, website visits and # of social media hits to inform their communications efforts. [If your organization doesn't collect data choose zero]							
Question 9							
My organization uses metrics collected from our communications efforts to determine who our current audience is and find areas where we need to increase engagement with particular audiences to build that base. [If your organization doesn't collect data choose zero]							
TOTALS							0

	N/A = 0	Never = 1	Rarely = 2	Sometimes = 3	Often = 4	Always = 5	TOTAL
SECTION 3: COLLABORATION							
Question 1							
My organization understands the value of being part of a network.							
Question 2							
My organization asks partners to share our messages through their own networks.							
Question 3							
My organization regularly shares key data points with stakeholders to help inform our work. [If your organization doesn't collect data choose zero]							
Question 4							
My organization coordinates key campaigns with coalition partners to increase the reach of our messages and regularly plans campaigns around reoccurring events such as Back to School.							
Question 5							
My organization proactively seeks out opportunities for strategic collaboration with coalition partners.							
Question 6							
My organization offers to carry the messages of other like-minded organizations when collaboration makes sense for us.							
TOTALS							0

	N/A = 0	Never = 1	Rarely = 2	Sometimes = 3	Often = 4	Always = 5	TOTAL
SECTION 4: TRADITIONAL MEDIA							
Question 1							
How often does your organization use the following tools to disseminate its messages?							
Commentary Pieces (Op-Eds)							
Letters to Editor							
Press Releases or Media Advisories							
Blog posts							
Email Blasts							
Fact Sheets							
Talking Points							
Radio Ads or Interviews							
TV Ads or Interviews							
Print Deliverables (Flyers, Postcards, Bookmarks, etc.)							
Question 2							
My organization reviews its editorial calendar before scheduling the release of a message and/or message campaign. [If your organization doesn't have an editorial calendar choose zero]							
Question 3							
My organization understands the audience for each of these traditional media tools and uses these tools to engage these audiences where appropriate.							
Question 4							
My organization is mindful when timing content releases to ensure they coincide with the window of time our audience may be available to view it.							
Question 5							
My organization's messages and documents go through a review process before dissemination.							
Question 6							
Before being interviewed, we practice our talking points with others.							
Question 7							
My organization proactively works to build and strengthen our relationships with key press.							
TOTALS							0

	N/A = 0	Never = 1	Rarely = 2	Sometimes = 3	Often = 4	Always = 5	TOTAL
SECTION 5: SOCIAL MEDIA							
Questions 1							
How often does your organization use the following tools to disseminate its messages? [If your organization doesn't have an account choose zero]							
Twitter							
Facebook							
Pinterest							
Infographics							
Instagram							
YouTube							
Vine							
Question 2							
My organization uses social media platforms as relationship development tools.							
Question 3							
My organization understands the audience for each of these social media tools and uses these tools to engage these audiences where appropriate.							
Question 4							
My organization interacts with our key audiences via social media.							
Question 5							
My organization has social media posts drafted at least a week before a messaging campaign is launched.							
Question 6							
My organization uses social media feeds and hashtags to stay abreast of news happening in our field.							
Question 7							
My organization schedules the timing and repetition of our messages based on the tool being used and the audience we're trying to reach.							
TOTALS							0

	N/A = 0	Never = 1	Rarely = 2	Sometimes = 3	Often = 4	Always = 5	TOTAL
SECTION 6: WEBSITE							
Question 1							
My organization uses its website to capture information about our audiences such as contact information.							
Question 2							
My organization's website makes it easy for visitors to understand our core mission.							
Question 3							
My organization's website makes it easy for visitors to share our content with their networks through buttons that connect them with systems such as Twitter and Facebook.							
Question 4							
My organization's website has a modern, easy to navigate design that makes it easy for visitors to find information.							
TOTALS							0

FINAL SCORE
0