

2021 Cross-Channel Communications Worksheet



Completed by: Date:

This high-level view compares the popularity and reach of each channel. Obtaining a quarterly or a monthly snapshot will help to focus on the most viable channel. For instance, if social is where your employees are going, think about a news stream on this channel to meet employees where they access company information most.

Channel Overview

Channel	Name	Frequency/Month	Interactions	Interactions/MSG
Email Platform				
Intranet				
Social				
Digital Signage				
Print				
Other				

Total Messages: _____

Most Interactions/Channel: 1. _____ 2. _____ 3. _____

Now that you have a 5,000-foot view of channel performance, let's dig into the types of content you're creating and how that content performs across each channel.



Content Category Assessment

Content Category	# of Articles - Monthly	Unique Total Opens	Unique Click-thrus	Best Performing Channel
Leadership				
Business Continuity/ COVID-19				
Business Industry News				
Human Interest Stories				
HR Company Policies and Training				
HR Benefits and Comp.				
Company Strategy				

Even the most brand-defining content won't make a difference if it's delivered on the wrong channel. Not everything requires an email. From Slack to mobile, to your company intranet— with real-life interaction, mode matters.

Again, you may choose to break this down to better understand where people go for information about their projects, the company as a whole, training and development support, and other kinds of critical information that support healthy employee engagement, productivity, and retention.

Employee Feedback

Ranking from 1-6, what type of content do you look forward to reading most?

Leadership Communications	Business Continuity/ COVID-19	Ops Comms	Business Unit Info	Company News	Industry News	Employee Recognition
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Ranking from 1-6, what information would you like to see more of (this includes communications, video, and social content)?

Leadership Communications	Business Continuity/ COVID-19	Ops Comms	Business Unit Info	Company News	Industry News	Employee Recognition
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A communications pulse survey is one of the most common ways to learn about your employees' feelings related to your communications.

The first section's answers should be scored on a 5-1 scale with 5 indicating high engagement and 1 low satisfaction and/or engagement.

● **How well do you feel you know the company?**

- I know the company very well
- I know a fair amount about the company
- I know just a little about the company
- I know almost nothing about the company
- Knowing about the company is not important to me

● **Overall, how satisfied are you with communications in your company?**

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

● **Which best describes your impression of communications within your company?**

- Keeps us fully informed
- Keeps us fairly well informed
- Keeps us adequately informed
- Gives us only a limited amount of information
- Doesn't tell us much at all about what's going on



● **How do you feel about the information you receive?**

- I can almost always believe it
- I can usually believe it
- I can believe it about half the time
- I usually can't believe it
- I can almost never believe it



Communication Channels

● **What channel do you use to access company news and information?**



- Newsletter
- Email
- Intranet
- Mobile app
- Other
- I don't read company news
- All available communication channels

● **Which is your preferred channel to receive company news?**

- Newsletter
- Email
- Intranet
- Mobile app
- Other
- I don't have a preferred channel



Consider the internal communication you currently receive, then rate the level of satisfaction with each aspect.

	Very Dissatisfied			Very Satisfied	
	1	2	3	4	5
Access to company news					
Frequency of delivery					
Amount of information					
Accuracy of content					
Relevance of material					
Presentation style					



SWOT Analysis of Each Channel

The SWOT Analysis – Strengths, Weaknesses, Opportunities, and Threats — is a simplified way to visualize all of the internal and external factors involved in your communications process.

Email

<p>Strengths</p> <ul style="list-style-type: none"> • • • 	<p>Weaknesses</p> <ul style="list-style-type: none"> • • •
<p>Opportunities</p> <ul style="list-style-type: none"> • • • 	<p>Threats</p> <ul style="list-style-type: none"> • • •



Intranet

Strengths <ul style="list-style-type: none">•••	Weaknesses <ul style="list-style-type: none">•••
Opportunities <ul style="list-style-type: none">•••	Threats <ul style="list-style-type: none">•••

Other Channels

Strengths <ul style="list-style-type: none">•••	Weaknesses <ul style="list-style-type: none">•••
Opportunities <ul style="list-style-type: none">•••	Threats <ul style="list-style-type: none">•••

Key Takeaways

1. _____
2. _____
3. _____