

IN HARMONY™

— FREE RESOURCE —

COMMUNICATION AUDIT CHECKLIST

Evaluate How Your Organization Communicates — Inside and Out

Effective communication is the foundation of organizational trust. This audit evaluates your communication practices across four dimensions: internal channels, external presence, leadership voice, and crisis readiness. Each section includes a scoring rubric and a 30-day action plan prompt.

SECTION 1: INTERNAL COMMUNICATION

Rate each item: 1 (Not in place) → 5 (Consistently excellent)

Communication Item	Score	Notes
We have designated channels for different communication needs (urgent, operational, social).	___ / 5	
Members know which channel to use for which type of message.	___ / 5	
Response time expectations are written and understood by all.	___ / 5	
Leadership communicates updates proactively — not just when something goes wrong.	___ / 5	
Meetings are purposeful, time-bounded, and produce clear follow-up items.	___ / 5	
Information is accessible to those who need it — not siloed by role or relationship.	___ / 5	
Sensitive information is handled confidentially and through appropriate channels.	___ / 5	

Why this matters: When communication channels are undefined, members default to informal systems — which creates confusion, favoritism, and information gaps. Structure is not bureaucracy; it is clarity.

SECTION 2: EXTERNAL COMMUNICATION

Consider how your organization is perceived by the public, partners, and prospective members.

- Our external messaging is consistent in tone, language, and visual branding.
- Press releases, public statements, or formal announcements are reviewed before distribution.
- Social media content is planned, approved, and reflects our organizational values.
- We respond to external inquiries within a defined timeframe.
- Crisis communication protocols exist and key stakeholders know them.

Why this matters: Your external communication is your reputation. Inconsistent or reactive external messaging erodes trust faster than almost any other factor.

30-DAY ACTION PLAN SECTION

Based on your lowest-scoring areas, identify your top three communication priorities:

#	Priority / Gap	Action Step	Owner
1			
2			
3			

READY TO GO DEEPER?

This resource is just the beginning. Here's how to take the next step:

 Questions? hello@alwaysinharmony.com General inquiries & resources	 Free 30-Min Consult Book at alwaysinharmony.com No commitment required	 Department Support strategy@alwaysinharmony.com Strategy & customized solutions
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