



Channel audit template



Channel	<i>Intranet</i>	
Type	<i>Online - Site</i>	
Owner	<i>[name]</i>	
Access	<i>All staff</i>	
Content types	<i>Corporate news, HR updates, department news Content warehouse</i>	
Etiquette	<i>Policies and documents on the intranet must be complete and up to date – department managers are responsible for reviewing policies and departmental handbooks annually Users are encouraged to post pictures, videos, and updates on their wall (from inside or outside of work)</i>	
Usage	<i>20% total utilization</i>	
Cost	<i>\$3500/year</i>	
Evaluation	Strengths	Weaknesses
	<i>Central source of information Easy to manage access Good tools for governance Accommodates many different formats of content</i>	<i>Not widely used Limited access (in-office only) Not mobile friendly Outdated content – not regularly updated because no one owns it</i>
Continue using?	<i>Yes</i>	
Actions required	<i>Adoption campaign New owner Dedicated writer and editorial schedule</i>	

**Fill out this template for each channel you're able to identify within your organization. Channels can include everything from an intranet to email to a messaging app to print posters — the more you capture (official and other), the more valuable your audit will be!*



Glossary of terms

TYPE Identify the channel format. For instance, something like Microsoft Teams might be identified as ‘*Online - Messenger*’, whereas a quarterly magazine might be identified simply as ‘*Print*’ or ‘*Print - Regular Recurring*’. You can determine what language makes the most sense in your organization, but your level of specificity should be appropriate for the level of diversity in the channels you have available.

OWNER The owner of the channel will be the person ultimately responsible for its overall governance. That person may or may not manage it directly day-to-day. It could, for example, be owned by a manager but regularly updated by a coordinator.

ACCESS Identify who within the organization has access to the channel as a consumer or participant.

CONTENT TYPES Specify what types of content (topics and/or formats) are communicated through each particular channel.

ETIQUETTE This section is intended to capture how a channel is currently being used and/or how it’s *supposed* to be used. If there is no governance/guidance currently in place for official channels, that should be recorded as well, and the information may inform the development of guidelines moving forward.

USAGE Identifying the reach or adoption of each channel within your organization will be a massive help in planning future communications. While some channels/tools will have this information easily available, estimates are also useful for those with less readily available numbers.

EVALUATION Defining pros and cons will help you determine whether or not to continue using (and/or paying for) a channel or tool. It will also help you make decisions about how to use each channel going forward. It may be that a channel has more potential than you’re currently capitalizing on, or that a heavily programmed one has very little reach. An audit can help make that clear.

ACTIONS REQUIRED This is where you lay out the steps that need to be taken to optimize the use of the channel, if it’s been identified as a ‘keep’. These steps should address the ‘cons’ you’ve identified in your audit and take into account any constraints. Keep in mind that if the actions required cannot be carried out in your organization, it may be best to reconsider keeping the tool in use.