Internal Communication Audit Survey

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Key Benefits

- Reach employees on their preferred channels
- Easy to complete on any device
- Anonymous option encourages candid feedback
- Identifies gaps in reach, clarity, and timing across channels
- Turns results into clear actions and simple ROI metrics

1.Survey Overview

Initial Setup Message

💬 **EMPLOYEE SURVEY**

Hi[Name]! We want to make sure our communication is working for you. This quick survey helps us understand how to better connect with our team. Responses are anonymous.
Ready to start? Open the link below to open the full survey.
[SURVEY_LINK]

💡 **Yourco administrators can configure surveys as anonymous or identified during setup**

Pre-Launch Checklist
✓   Communication audit survey created and tested
✓   Distribution list verified
✓   Survey timing configured
✓   Response tracking and analytics dashboard access confirmed

✓	Survey link functionality verified
✓	Anonymity settings configured based on organizational policy

Recommended Send Times

Timing	Optimal Send Times	Why It Works
Mid-week (Tue-Thu)	10:00-11:00 AM	Peak engagement, avoid Monday chaos/Friday distractions
Post-major announcements	24-48 hours after	Fresh memory of communications, relevant feedback opportunity

2. Internal Communication Audit Survey Template

This brief survey is designed to evaluate how well company communication tools and channels are working for employees. Your input will help HR improve communication flow, leadership updates, and the usability of tools. All responses are confidential.

1. Timeliness of Updates

Do you receive important updates in time to act on them?

- ☐ **Never** – I usually hear about updates too late
- ☐ **Rarely** – I sometimes receive updates after decisions are made
- ☐ **Sometimes** – I receive updates on time, but not consistently
- ☐ **Often** – I usually receive updates when I need them
- ☐ **Always** – I get updates right away and can act on them

2. Leadership Communication Frequency

Do you feel communication from leadership is too frequent, not frequent enough, or about right?

- ☐ **Too frequent** – I get overwhelmed with messages
- ☐ **About right** – The balance feels appropriate
- ☐ **Not frequent enough** – I need more updates

3. Communication on Changes

How timely is communication about changes that affect your work?

- ☐ **Very delayed** – I often find out last minute
- ☐ **Somewhat delayed** – I sometimes receive information late

☐ **Neutral** – Timing is mixed

☐ **Timely** – I usually get updates when needed

☐ **Very timely** – I always get advance notice

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4. Ease of Tools

Are there communication tools or platforms you find difficult or inconvenient to use?

☐ SMS

☐ Email

☐ Notice boards

☐ Company intranet or portal

☐ Team chat app (e.g., Slack, Teams, WhatsApp)

☐ In-person meetings

☐ Other: _____

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5. Access to Updates and Benefits

Have you ever missed out on a benefit or important information because you weren't informed?

☐ Yes

☐ No

☐ Not sure

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6. HR Support Access

How easy is it to ask HR a question or get help with something?

☐ Very easy

☐ Somewhat easy

☐ Difficult

☐ I don't know how to reach HR

Thanks for your feedback! We'll review responses and share improvements with the team in 30 days.

Your feedback is anonymous and used only to improve workplace safety.

Ready to create your survey? [Yourco Polls](#) make it easy to gather feedback from your employees. [Book a demo](#) to see how it works.

3. Data Collection & Analysis

Response Tracking Format

- Employee ID (or anonymous ID, depending on survey settings)
- Survey name and cycle (e.g., "Q1 Communication Audit")
- Submission date and time
- Form status (complete/incomplete)
- Responses to each survey question
- Completion time (how long it took)
- Response status (submitted/not submitted)

Analytics Dashboard Metrics

- **Overall response rate**
- **Form completion rate** (started vs completed)
- **Channel performance** (delivery vs open rates)
- **Drop-off points** (where employees stop)
- **Communication effectiveness score** (clarity, timeliness, relevance)
- **Segment analysis** (by department, location, role)
- **Quarterly/Post-announcement comparison** trends

4. Success Metrics & ROI

Target Benchmarks

Metric	Target	Industry Average	Notes
Response Rate	>70%	40-55%	Varies by channel (SMS, email, intranet, app)
Completion Rate	>85%	70-75%	Shorter surveys and mobile-friendly forms improve results
Response Time	<24 hours	48-72 hours	Faster when distributed via channels employees check often
Communication Clarity Score	4.0+ / 5 avg	3.5-3.8 avg	Evaluates how understandable and useful employees find updates

ROI Indicators

Cost-Benefit Analysis			
Factor	Digital Surveys (email,SMS, intranet, app)	Traditional Methods (paper, in-person)	Digital Surveys Advantages
Cost structure	Flat fee or per-response (depends on tool)	Printing + manual data entry costs	Lower ongoing cost
Implementation time	2-3 days	2-3 weeks	Much faster
Insights availability	Same-day dashboards & exports	2-4 weeks for manual tallying	Real-time action
Follow-up efficiency	Automated reminders & reporting	Manual reminders + delayed reporting	Stronger engagement

Implementation Timeline

Week-by-Week Rollout
✓ **Week 1:** Dashboard setup, create communication audit surveys for quarterly/post announcements cycles
✓ **Week 2:** Test with 10-20 employees from different departments, gather feedback
✓ **Week 3:** Launch to all employees on rolling quarterly schedule
✓ **Week 4:** Review early data and identify communication gaps
✓ **Week 5-6:** Share findings, adjust communication channels if needed
✓ **Week 7:** Communicate improvements and optimized channels to all teams

Quality Assurance Checklist

Final Review Before Launch
✓ Communication audit survey forms tested on multiple devices
✓ Web form validation working correctly
✓ Form error messages clear and helpful

✓	Data storage and security verified
✓	Escalation procedures for urgent communication issues
✓	Reminder timing configured for each survey type Survey
✓	link functionality verified
✓	Analytics dashboard operational

💡 **Need the survey in another language? [Yourco supports 135+ languages](#) with automatic translation.**

5. Next Steps & Action Planning

Post-Survey Action Framework

Within 48 Hours	
✓	Compile response data and review completion rates
✓	Flag any urgent feedback (e.g., critical communication gaps, misinformation concerns)
✓	Create preliminary communication effectiveness summary
✓	Alert management to critical communication issues

Within 2 Weeks	
✓	Conduct full analysis of communication trends (quarterly/post-announcement responses)
✓	Identify top 3-5 key areas for communication improvement
✓	Develop action plan with timelines
✓	Assign responsibility for each communication initiative
✓	Prepare employee communication materials

Within 30 Days	
✓	Share results with all employees
✓	Set next survey window for ongoing audits
✓	Begin implementation of quick communication wins
✓	Establish progress tracking system

Sample Results Communication

SURVEY RESULTS

Thanks for your feedback! 87% of you participated. Here's what we learned:

TOP WINS:
- 92% said email updates are clear and timely
- 86% feel comfortable asking questions through current channels

AREAS FOR IMPROVEMENTS:
- Better SMS notifications for urgent updates (new text alert system launching)
- More frequent team meeting updates (weekly check-ins starting next month)

Full results: [link] or check break room board

Ready to start? Open the link below to open the full survey.

[SURVEY_LINK]

💡 **[Try Yourco for free today](#) or [schedule a demo](#) and see the difference the right workplace communication solution can make in your company.**

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For technical support or questions about implementation, contact your HRteam

This guide is based on industry best practices and should be customized to meet your organization's specific needs and compliance requirements.