



AUDITING YOUR PUBLICATIONS

Before developing a communication strategy, you will need to audit your communications. An audit of your publications will be an important part of that process. You should review, for example, your annual report, leaflets, newsletters, recruitment brochures etc. This audit grid sets out some clear standards against which to assess your materials.

The scoring mechanism enables you to see which are your strong publications, and also to track your overall performance against each standard.

How to use the grid:

- Decide which publications you are going to audit. A large organization may not be able to consider all publications, but make sure you have a representative sample from across the different functions of your organization.
- Work through the quality standards and amend to match your corporate standards where they differ
- Assess your publications against the standards. You may want to write key comments as well as a score in each box. Mark each standard for each publication out of 10.
- Add up the scores across – this will give you the scores for each standard
- Add up the scores down – this will give you the scores for each publication
- Take action to bring all your publications up to best standards!

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Communications Audit – publications

Quality Standard	Publication 1	Publication 2	Publication 3	Publication 4	Marks for standard
Aim: Is the aim /purpose of the publication clear; does it meet its aims? are there SMART targets for it?					
Accuracy: Is all the information accurate and up to date?					
Audience: Is it suitable for the target audience – does it address their needs? Is tone suitable?					
Corporate identity: does it reflect and reinforce corp identity?					
Design: is it well					

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designed, easy to follow? Good use of colour/pix etc					
Writing: is the text clear and well written? Are ideas logical, headings helpful?					
Equal opps: is the publication inclusive in its images, copy, design? Is it available in Braille/ large print/community languages					
Print and paper quality: is paper quality suitable, print/photos clear?					
Admin systems: is the publication dated/coded. supplies held?					
Marks for publication					

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