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**How to cope?**

- Signs of fatigue
- Centralized v. decentralized
- Message and brand fuzzy
- No content strategy: messages + channels

**Communication Audit:** Review and assessment of mix of member communications/messages, member perceptions, association's goals, perceived value, engagement, and develop strategies to tame the information beast.



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### Where to start?

- Data already on hand
- Gathering statistically valid data on member perceptions, preferences, activities
- Broad perspective v. silos
- Benchmark against best practices, other organizations, data sets from prior

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### Tame the Beast: Integrated Approach



- Broad look at content
- Gather data: who accesses what, values what?
- Analyze and developing communication strategy
- What members want:
  - Target their specialized needs
  - Target their preferred formats
  - Amazon-like experience; know what I need before I know it
  - Deliver value
- Delivery value: tame the information monster

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American Physical Therapy Association.

## COMMUNICATION AUDIT

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### Why Conduct a Communication Audit?



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### Why Conduct a Communication Audit?



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### Why Conduct a Communication Audit?

- Hit a plateau



source: [www.parkavegrp.com](http://www.parkavegrp.com)

STEIN  
"Your career seems to have plateaued."

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### Why Conduct a Communication Audit?

- Too many e-mails
- Better integration
- Benchmark against other associations
- Member feedback and data
- Build buy-in and make case for change

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### Data Delivered: What Did We Learn?

- Strong overall strategy and infrastructure
- Challenged with continually refining communications mix to meet changing needs



The cartoon shows a bride and groom at a wedding. The bride says, "You may now post a picture of your self kissing the bride to FACEBOOK." The groom replies, "Can you guys redo your vows in under 6 seconds so I can post them to VINE?"

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### Data Delivered: What Did We Learn?

- Members overwhelmed with information
- Want more specialized information
- Favor consolidation
- Magazine well-liked but not well-read
- Weekly e-newsletter lacked brand identity

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### Mining Data: Implementing Recommendations

- Create buy-in
- Breakout sessions with staff
- Development of communications plan
- Buy-in from senior staff
- Cross-departmental team to implement changes

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### In Process and on the Horizon

- Magazine redesign to be launched in June



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## In Process and on the Horizon

- Rein in member e-blast calendar
- Consolidate e-mails
- Create targeted, topical e-blasts
- Incorporate more video, social media

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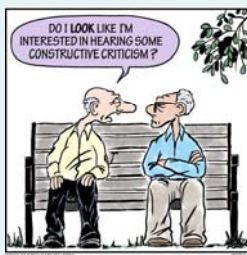
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## Pointers

- Approach with open mind



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## Pointers

- Position as positive opportunity for growth
- Involve staff in decision-making
- Use data to build support for changes

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## You CAN Manage for Success

*Tap into market & member data to build winning communication strategies*

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## Checklist for Communication Audit

- ✓ Don't assume you know members/audiences—gather statistically valid data
- ✓ Consider the value of outside perspective
- ✓ Competitive landscape: what do you provide that is different/better?
- ✓ Track data information trends, preferences— social media, web, smartphones
  - Variances by age, type, experience
  - What read? What is missing?
  - Perceptions: overload, consolidation, voids, focus/voice
- ✓ Analyze data: What does it mean? How to act?
- ✓ Map content messages and channels
- ✓ Manage information strategically: who is gatekeeper and how much authority?
- ✓ Develop Communication Strategic Plan—association-wide buy-in, integration
- ✓ Put data to work: refine, evolve content strategy and delivery
  - Innovate with new ways to communicate: videos, infographics, social, communities
  - Innovate with more message alignment
  - Less is more: integrated strategy and plan

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## Share your successes!

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