

The communications self-audit exercise

- Take a moment and decide on the **one thing** your organization really and truly wants to say.

- List all the ways you are communicating right now. ALL of them (web, earned media, twitter, newsletter, phone calls...).

- Identify the three most likely audiences you want to communicate the message with (seniors, youth, Ottawa-Centre residents, GLTBQ, etc...)

As a final step: connect with dotted lines the “main message” all the way to the bottom section “audiences” on ONLY through the tools that are working.