

# Online communication audit

## Uncover opportunities for content, sharing and connecting

### **#1 Mobile Friendly**

- |  |          |
|--|----------|
| 1. My website is recognized as mobile-friendly by Google | YES / NO |
| 2. I use mobile-friendly email templates                 | YES/NO   |

### **#2 Your Content Opportunities**

What content are you already creating that you don't currently share online?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **#3 Content Created by Others**

What content are others creating that your online connections might be interested in and that would complement your own content and help you tell your story.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## #4 Communication Tools

Identify which communication tools you use and, of these, which ones direct visitors to your website.

Communication Tool	We use it <input checked="" type="checkbox"/> or <input type="checkbox"/>	It sends people to our website <input checked="" type="checkbox"/> or <input type="checkbox"/>	Opportunities for our choir to explore?
Facebook			
Twitter			
YouTube or Vimeo			
Soundcloud			
Instagram			
Pinterest			
Blog			
Emails			
Listings on local listing sites			
Posters			
Brochures and flyers			

## #5 Engagement Tools

Identify which online communication tools you use and, of these, which ones visitors can discover and engage with through your website.

<b>Communication Tool</b>	<b>We use it</b> <input checked="" type="checkbox"/> or <input type="checkbox"/>	<b>Visitors can connect with this on our website</b> <input checked="" type="checkbox"/> or <input type="checkbox"/>	<b>Opportunities for our choir to explore?</b>
Send Emails or Newsletters		<i>Email Sign up</i>	
Facebook page		<i>Facebook icon &amp; link</i>	
Videos posted on our YouTube or Vimeo channel		<i>Embedded video or icon &amp; link</i>	
Audio recordings or SoundCloud		<i>Embed audio clips Or link to SoundCloud page</i>	
Tweet		<i>Twitter icon &amp; link or Twitter feed</i>	

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