

Questionnaire

Internal Communications Survey

Whether you are developing an internal communication strategy for the first time or looking to measure the progress you've made in implementing a strategy, it is good practice to conduct a communication survey from time to time.

Surveys can be extremely useful in helping you take an employee-centric approach in managing internal communication in your company by making sure you meet your employees' communication needs and preferences. Surveys can also form a key part of your measurement plan, informing your decisions on where you may need to make adjustments to your communication channels, topics or approach.

This document provides guidance and template questions to help you conduct an internal communications survey in your organisation.

Demographic Questions

Include a few questions upfront that will help you to segment feedback from your survey to extract meaningful insights. Be sensitive to the needs some employees may have to give anonymous or confidential feedback.

Current Communication Experience Questions

To build an understanding of how your employees currently experience internal communication and provide a baseline to measurement improvement against, start with a few questions that are focused on their current experience and satisfaction levels with the communication and information they receive.

How would you rate your level of satisfaction with the internal communication you currently receive against the following criteria?

	Very dissatisfied			Very satisfied	
	1	2	3	4	5
The amount of information I receive					
How often I receive internal communication					
The relevance of the internal communication I receive					
The style in which internal communication is presented to me					

Where do you go to find out information about the business that is important to you?

Free text answer

Please indicate the extent to which you agree or disagree with the statements listed below.

	Strongly disagree			Strongly Agree	
	1	2	3	4	5
I have the opportunity to give feedback and be heard					
The leaders at [COMPANY NAME] have communicated a vision that motivates me					
I know what I need to do to be successful in my rôle					
I am proud to work for [COMPANY NAME]					
I would recommend [COMPANY NAME] as a great place to work					

COMMUNICATION PREFERENCE QUESTIONS

To ensure internal communication meets the needs and preferences of employees, include questions in this section of the survey that will help you understand which sources of information, topics and communication channels employees most value and prefer and how often they would like to be kept up to date on specific matters.

It is also important to remember that employees may prefer to receive different types of information from different sources.

Finally, if your company use many different communication channels remember to ask people which channels they have access to.

What are your preferred sources of information? Please rank the options below from most preferred (1) to least preferred (X).

1. Eg. Leadership
2. Eg. My manager
3. Eg. Email
4. Eg. Newsletter
5. Eg. Intranet

Based on your answer to the above question – what is it that you like about the option you listed as your most preferred information source?

Free text

Based on your answer to the question above – what is it that you dislike the most about the information source you listed as your least preferred?

Free text

Which topics are important to you and do you want to be updated on? And how often do you want to receive information on the topic?

Remember to customize the list of topics to ensure it is relevant to your company. Below are a few examples of topics to include.

	Least important		Most important	DROP DOWN MENU
	1	2	3	Weekly Once a month Once a quarter When something changes
Our company strategy, priorities and results				
Company decisions				
Department goals and performance				
Pay and benefits				
New products and services				
Marketing campaigns				
HR policies and processes				
Issues and trends that affect our business and customers				
Company success stories				
Career success stories				
Wellbeing topics				
Internal events				
New tools and technologies at work				

What other topics do you feel are important for you to know more about and would like the company to include in future communications?

Free text

COMMENTS

In closing, offer employees the opportunity to give you more detailed feedback on what they enjoy or value and any suggestions they may have to improve internal communication at your company.

Are there things we communicate brilliantly here at [COMPANY NAME]

Free text answer

What suggestions do you have that will improve internal communication at [COMPANY NAME]?

Free text answer