***HEADING AND SUPPORTING COPY***

**The secrets of effective communications  
Introducing the GovCom “Triple C Digital Audit.”**

Exclusive to GovCom, the Triple C Digital Audit assesses the efficiency and effectiveness of your communications activity. Designed for government by GovCom CEO Alun Probert, this audit is an effective health check of your current communications tools, systems and processes. The audit will help eliminate duplication and waste, providing solutions to the most commonly asked questions.

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“Why do we have so many websites?”

The existence of multiple sites using duplicate licences adds cost and impedes service delivery. With a clear customer focus, our audit findings will unlock savings and efficiencies in creating the optimal publishing portfolio.

“How do we know if our communications are working?”

The digital age has seen a shift from reliance on printed questionnaires and focus groups, with progressive organisations now able to receive regular tailored feedback on the views of their customers and the effectiveness of their activities.

“With so many new social media platforms, which ones should we be using?”

There’s no “one size fits all” solution for “Social media”. Staying relevant and maximising effectiveness is an ongoing process of focussed listening to and understanding of how your audience spends its time. Our audit will assess the tools you have in this area.

“How can we control the risks in online community engagement?”

Online engagement is commonly deeper and more cost effective than traditional forms of engagement and research with moderators able to participate in, react to and tailor discussions in real time.

“What about internal communications and press releases?”

Every aspect of your current activity is assessed for effectiveness.

“How will your audit help us?”

The audit takes an independent look at twelve key elements of communications embracing IT, Governance, Compliance and Quality Control to pinpoint what’s working and to highlight opportunities for improvements as well as streamlining cost. Departments will be able to act immediately on the findings.