

how to: test the tone on your digital channels



1 **Pick a date:** choose any date or time frame to take a sample. Aim for a date within the last month to make sure your sample is relevant.



2 **Identify your channels:** make a list of all the digital channels you have access to – the intranet, Yammer, emails, e-magazines, e-newsletters, even WhatsApp groups.

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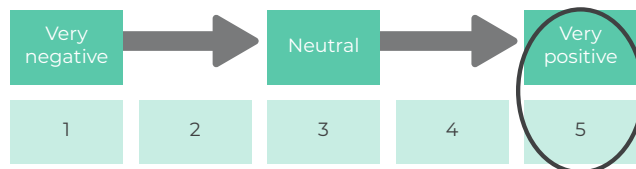
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3 **Gather your data:** copy and paste the text from articles, comments and messages on your chosen channels into a spreadsheet, with a column for each channel. For longer text, you might want to split it into chapters or paragraphs to make it easier to analyse.



4 **Score your content:** review each piece of copy objectively. Give it a score from 1 to 5, where 1 represents a very negative tone, and 5 represents a very positive tone. You could also choose to score it against how closely it meets your tone of voice guidelines – is it conversational or corporate?



5 **Analyse your data:** which channels have the lowest scores? What's the reason for these low scores? Is it one user, or many users? What impact is that having on the general audience and channel engagement?

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