



Future-proofing Communications: a Social Impact audit

Take the first step
towards protecting
your organisation and
creating positive change.

About Navigating Now

Today's complex communications landscape poses a multitude of challenges for comms professionals: from safeguarding organisations and brands, articulating stories in a fresh and progressive way, to delivering campaigns and content that are both future-proof and aligned with best practices.

Navigating Now, brought to you by Weber Shandwick's social impact team, offers comprehensive guides, coaching and counsel across a wide-range social issues and milestones – from rights-based conversations to evolving language demand, International Women's Day, and COP gatherings – providing clarity and confidence.

To schedule an initial consultation,
contact Gillian Gallanagh at:
SocialImpactLondon@webershandwick.com

For more information, please visit:
www.webershandwick.co.uk/navigating-now



By conducting a thorough and impartial assessment, we evaluate your organisation's communications through the social impact lens, making recommendations to help teams bridge the gap between intention, action and perception.

In partnering with us, you're not just refining your communications strategy; you're embracing a transparent, accountable and impactful future.

Our process

Consultation & proposal

Introductory discussion to define the purpose and goals of the audit. This will encompass geographical regions, platforms, key areas of concern and timelines.

Information gathering

Compilation of all relevant material across paid, earned, owned and shared media.

Analysis & recommendations

Thorough analysis of the data gathered following the audit framework, considering best practice and audit objectives.

Presentation of findings

The findings of the audit will be presented to individual(s) of your choice, with the opportunity to engage in a collaborative discussion about the results and next steps.

Evaluation areas

- Hypocrisy
- Lack of clarity, authenticity, accountability and accuracy
- Disconnect between the organisation's stated values, communications and corporate actions
- Language that could be considered problematic
- Imagery that could be considered antiquated
- Failure to consider the perspectives of stakeholders
- Executive, spokesperson or leadership issues