



2025 Communications Audit

Where are we now?

Augment this AI Prompt with your specific data to create a: **Company Visibility Scorecard**

Copy and paste this prompt and add real company names and competitor details to run your scorecard.

Act as a strategic communications analyst for [YOUR COMPANY NAME HERE]. Create a visibility scorecard comparing my company to [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3] covering the previous year, structured by the following categories:

- **Overarching Communications**
 - What were the year's key media successes for each startup?
 - Key learnings and pivots.
- **Media Relations**
 - Compare the quantity and quality of media coverage, mentions, press releases, and contributor pieces. Rate media coverage whether it reaches core audiences of investors, potential [INDUSTRY] partners, or future employees.
 - Are stories supporting each company's core narrative?
 - Are they present in preferred media outlets and at industry events?
- **Owned Content**
 - List main social channels used, post frequency, engagement/growth stats, and content mix.
 - Are stakeholders (customers/partners/investors) getting regular, clear updates (newsletters, blogs, forums)?
 - Performance for website articles, email campaigns, educational webinars, and pitch decks.
- **Event Speakerships, Webinars & Panels**
 - Which events and panels delivered useful outcomes this year for each company?
 - Did they fully leverage opportunities via pre- and post-event outreach and social activity?
 - Which opportunities were missed (deadlines, applications, rejections)?

For each category, provide:

- A comparative score (1–5) for each company.
- Key updates, examples and evidence (e.g., media mentions, engagement rates, event outcomes).
- Actionable insights and recommendations for improvement for [YOUR COMPANY NAME].

Format:

- A concise table with columns for each company and rows for each visibility category.
- A summary section outlining relative strengths, gaps, and next-step recommendations for [YOUR COMPANY NAME].

