

Postsend Checklist

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Use this checklist to evaluate performance and improve future communications. A PDF of this checklist, as well as a Presend Checklist, may be found [here](#).

1. Confirm reach and action

- ☐ Did the message reach employees? Ensure the message reached the intended audience and assess any delivery, bounce, or list management issues that may have impacted reach.
- ☐ Did employees pay attention? Review [metrics](#) like attention rate, read time, and engaged reads to determine whether employees consumed the message beyond just opening it.

2. Measure engagement

- ☐ What content resonated? Identify which subject lines, links, calls to action (CTAs), or topics earned the strongest engagement and use those insights to shape future content.
- ☐ Did engagement vary across audiences? Review [audience insights](#), role, location, shift, or device to uncover communication gaps or audiences that may need a different approach.
- ☐ Did employees take the intended action? Did employees complete the desired behavior (e.g., register, complete training, or adopt a new process)?

3. Apply what you learned

- ☐ What should change next time? Use your results to inform future decisions around timing, targeting, message length, subject lines, or A/B testing.