



Internal Audit Month 2024 – Marketing Toolkit

What is Internal Audit Month?

Every May, The Institute of Internal Auditors (The IIA) celebrates Internal Audit Month! It's a time to **shine a spotlight on the critical role internal auditors play** in organizations of all sizes, from businesses to government agencies. In 2024, there's a slight change: our **Internal Audit Awareness Month** is now simply **Internal Audit Month**.

Why is Internal Auditing Important?

Internal auditors act as independent watchdogs, ensuring organizations operate efficiently and effectively. They identify and manage risks, prevent fraud, and promote good governance.

Who is this for?

This month is for everyone! Whether you're a student considering a career in internal audit, a government official, or someone working within a company, understanding internal audit benefits everyone.

Join the Celebration!

The IIA has created a free **Marketing Toolkit** to help you promote Internal Audit Month throughout May. This toolkit includes:

- **Ready-made email and newsletter text:** Spread the word to your contacts and colleagues about the value of internal audit.
Social media posts: Engage with the hashtag #IIAMay and share how you're celebrating Internal Audit Month on platforms like Twitter and LinkedIn.
- **Canva-ready Materials:** Easily customize and translate social media graphics and other promotional materials to feature your institute members!

Here are some additional ways to get involved:

- **Host an event:** Organize a workshop, panel discussion, or networking event to raise awareness about internal audit.
- **Share your story:** Write an article or blog post about your experience as an internal auditor or the impact internal audit has on your organization.

Download the Marketing Toolkit today and be a part of Internal Audit Month!

Steps to Promote Internal Audit Month

- Email. We recommend sending an email to your contacts in early May.
- Other communication methods are also encouraged:
 - Newsletters
 - Social media – pictures available on Canva, [request and receive](#) them in your email inbox.
 - WhatsApp
 - Events

Email Text

Subject Line (or write your own):

May Is Internal Audit Month

Dear Auditor,

You can help get the word out about the positive impact internal audit makes to organizations around the world. From hosting events to sharing thought leadership, there are as many ways to inspire and inform as there are days in May.

Start showcasing internal audit to customers, executive management, the board, and anyone else who may be interested to help us increase the knowledge that internal audit is an incredible important function.

Thank you for all you do!

Insert your name

Newsletter/WhatsApp Text

Headline

May is Internal Audit Month

Text:

We know you perform some of the most unheralded, yet vital, work year-round, but May is the best month to let the world know about it. Celebrate Internal Audit Month by hosting an event, sharing thought leadership, or inspiring the next generation of auditors. There are as many ways to inspire and inform as there are days in May.

Call to Action:

Get the word out about the impact internal audit makes every day.

Social Media Examples

**Campaigns should not exceed 2 POSTS / CHANNEL / MONTH.
All post copy below should include a full/raw URL – no vanity links.**

X (Twitter)

Caption Length: 71-100 characters without a link, 94–123 characters with a link

Caption Includes: A Headline, Short Description, Call to Action, and Link

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| | #IIAMay is Underway. We're internal auditors & ready for #InternalAuditMonth. Are you? Learn more. www.theiia.org/InternalAuditMonth |
| | May is Internal Audit Month. Retweet if you love being an #InternalAuditor #IIAMay. https://www.theiia.org/InternalAuditMonth |
| | #TheIIA wants to know how you're celebrating #InternalAudit Month. Drop a pic of your team as they build awareness of the profession during #IIAMay. Don't forget to include your location & group name! www.theiia.org/InternalAuditMonth |
| | #IIAMay is Internal Audit Month. An amazing time for all #internalauditors to tell the world about the positive impact they make to organizations. www.theiia.org/InternalAuditMonth |

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|--|---|
| LINKEDIN or Facebook | |
| 25 words | |
| <i>Primary Purpose: Share Career/Industry Knowledge & Resources to Establish Expertise; Show Company Culture</i> | |
| | May is Internal Audit Month and The IIA wants to know how you're celebrating. Share a pic of your team as they educate and engage others to build awareness of the profession during #IIAMay. Don't forget to include your location and group name! www.theiia.org/InternalAuditMonth |
| | May is Internal Audit Month. Join us in educating and engaging others about how it's who's on the inside that counts when it comes to effective governance and organizational success. www.theiia.org/InternalAuditMonth |
| | You can help get the word out about the positive impact internal audit makes to organizations around the world. From hosting events to sharing thought leadership, there are as many ways to inspire and inform as there are days in May. www.theiia.org/InternalAuditMonth |
| | |

Graphic Examples: Canva Template Available



"We're Internal Auditors,
of Course We Know May
is Internal Audit Month."

May is Internal Audit Month, and it's time for the people inside every successful organization to stand out. The IA has the tools and resources to help you show the world that it's who is on the inside that counts. From hosting virtual lunch-and-learns to sharing thought leadership, there are at least as many ways to inspire and inform as there are days in May.

Be aware of all that's in and out of Internal Audit Month.



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