

**Directions:** Use the criteria below to think through what you want to achieve with your target audience (and where they naturally go for information) and choose a channel that is most suited. You may well end up using multiple channels.

**Critical Question:** How does my target audience consume information?

Channel Type	Example	Good For	Pros	Cons
<b>Central communications (one to many)</b>	<ul style="list-style-type: none"> <li>• Press release</li> <li>• E-mail</li> <li>• Memo</li> <li>• Intranet post</li> </ul>	Update/inform a large group about a issues of 'big' concern/initiative	<ul style="list-style-type: none"> <li>• Scalable</li> <li>• Reach multiple stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to gauge impact</li> <li>• Limited opportunity to clarify</li> </ul>
<b>Leader Presentation (one to many)</b>	<ul style="list-style-type: none"> <li>• Media interview</li> <li>• Press conference</li> <li>• Town halls</li> <li>• CEO video/blogs</li> </ul>	<ul style="list-style-type: none"> <li>• Motivating and energizing audience</li> <li>• Important announcements</li> </ul>	<ul style="list-style-type: none"> <li>• Good way to address Issues</li> <li>• Highly credible source</li> </ul>	<ul style="list-style-type: none"> <li>• One-way communication</li> <li>• Audience often intimidated to ask questions</li> </ul>
<b>Manager cascade (one to few)</b>	<ul style="list-style-type: none"> <li>• Communication in team meetings</li> <li>• E-Mails</li> </ul>	<ul style="list-style-type: none"> <li>• Inform/update on team specific and/or sensitive matters</li> </ul>	<ul style="list-style-type: none"> <li>• Trusted source</li> <li>• Personal</li> </ul>	<ul style="list-style-type: none"> <li>• Messages often fail to get through</li> <li>• Manager not familiar/ bought-in</li> </ul>
<b>Manager dialogue (interactive)</b>	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Manager 1x1</li> </ul>	<ul style="list-style-type: none"> <li>• Problem solving/ gain feedback</li> <li>• Translating strategy into action</li> </ul>	<ul style="list-style-type: none"> <li>• Helps resolve issues</li> <li>• Drives behavioral changes</li> </ul>	<ul style="list-style-type: none"> <li>• Time intensive</li> <li>• High variability in manager communication skill</li> </ul>

Result: A communications conversation

Channel Type	Example	Good For	Pros	Cons
<b>Mobile and Social Media Updates (one to many)</b>	<ul style="list-style-type: none"> <li>• Company blogs</li> <li>• Intranet</li> <li>• Twitter account</li> <li>• SMS/Mobile</li> <li>• Company Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Time-sensitive information updates/alerts</li> <li>• Humanizing the company</li> </ul>	<ul style="list-style-type: none"> <li>• Ease of access to information</li> <li>• Tracking sentiment</li> </ul>	<ul style="list-style-type: none"> <li>• If not done correctly company can be seen as “phony”</li> </ul>
<b>Social Media Participation (Interactive)</b>	<ul style="list-style-type: none"> <li>• Discussion Forums</li> <li>• Blogs</li> <li>• Twitter</li> <li>• YouTube</li> </ul>	<ul style="list-style-type: none"> <li>• Sharing viewpoints</li> <li>• Engaging in debates</li> <li>• Creating a dialogue</li> </ul>	<ul style="list-style-type: none"> <li>• Builds engagement</li> <li>• Gives a human face to the company</li> </ul>	<ul style="list-style-type: none"> <li>• Low degree of control on communication</li> <li>• Rejection of corporate agendas</li> </ul>
<b>Enabling Advocates (many to many)</b>	<ul style="list-style-type: none"> <li>• Employees</li> <li>• Suppliers</li> <li>• Customers</li> </ul>	<ul style="list-style-type: none"> <li>• Reputation management</li> <li>• Reaching out to skeptical audiences</li> <li>• Spread the message as a viral</li> </ul>	<ul style="list-style-type: none"> <li>• Trusted sources</li> <li>• High resonance</li> <li>• High “stickiness”</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to find suitable advocates</li> <li>• Time-intensive</li> </ul>

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