

CHANNEL SELECTION GUIDE

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

Source: CEB analysis.

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

Source: CEB analysis.