



TOOL | IDENTIFY COMMUNICATION CHANNELS

While a good deal of communication in a community engagement process will be person-to-person or small group communication, there is obviously a place for the use of more formal and more plannable communication channels.

TOOL DESCRIPTION

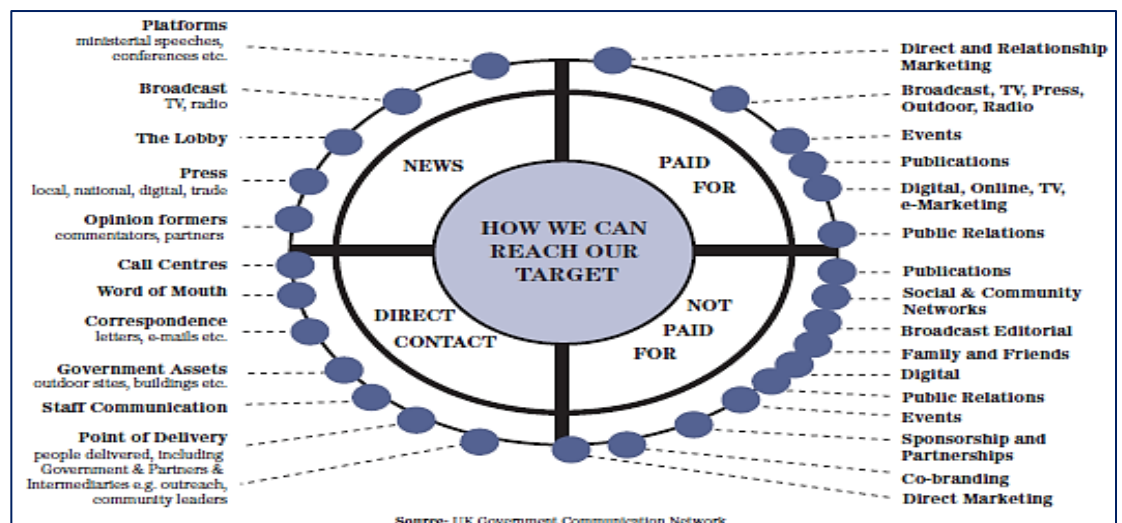
From email to websites, traditional print media to press releases, what channels are available to you and which make the most sense for your target audience? At Tamarack, we've identified a number of channels we can use to communicate with and engage our members including:

- Blogs
- Webinars
- Social Media – several accounts
- Website
- E-magazines and newsletters
- Learning events

USING THIS TOOL WILL HELP YOU:

- Identify the communication channels you want to use to reach your target audiences
- Test and confirm assumptions with peers and other engagement partners

As an example, the British government's Government Communication Network schematic shows what can be taken into account in what the Government Communication Network calls "integrating channels of communication".

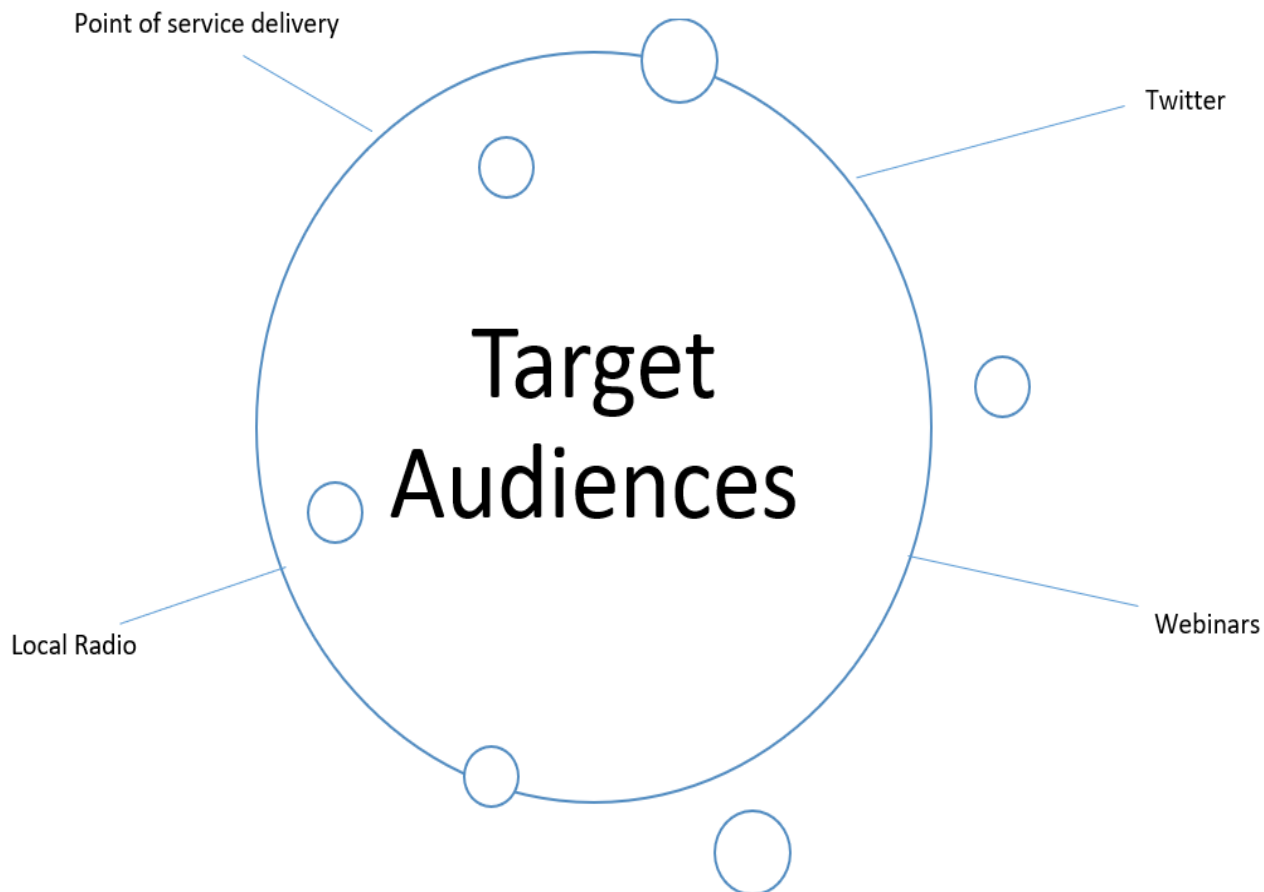


TOOL HOW-TO

1. Use the worksheet on the following page to brainstorm the communication channels that you can use to reach your target audiences.
2. Together, as a team confirm the channels you will considering your team's budget and timeline.

COMMUNICATION CHANNELS BRAINSTORM WORKSHEET

What communication channels can you use to reach your target audiences?



Notes: