

Selecting Channels: This chart corresponds to Guide pages 21-23. It reviews the questions and considerations to weigh in choosing a channel through which your message will travel, including the type of message communicated and the mediums the audience typically relies on (Facebook, WhatsApp, word of mouth, and so on).

		Channels					
Step 1	Identify the type of message you are communicating. <i>Ask yourself a series of questions: Is the message:</i>						Define it here
	<input type="checkbox"/> Lengthy or <input type="checkbox"/> Brief <i>Mark here with an X or ✓ if either option applies</i>	<input type="checkbox"/> Formal or <input type="checkbox"/> Informal	<input type="checkbox"/> General or <input type="checkbox"/> Specific	<input type="checkbox"/> Urgent or <input type="checkbox"/> Not Urgent	<input type="checkbox"/> One way or <input type="checkbox"/> Two way engagement	Anything else we should be considering?	Use the marked options to define the type of message you are communicating
Step 2	Consider your audience's culture around communication						Define culture here
	Do they prefer/ trust face to face coms <input type="checkbox"/> more or <input type="checkbox"/> less <input type="checkbox"/> other	Are there times that they usually receive/ prefer to receive news/ info? <input type="checkbox"/> Morning <input type="checkbox"/> Noon <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening <input type="checkbox"/> Other	Is there a preferred language of comms? <input type="checkbox"/> Swahili <input type="checkbox"/> English <input type="checkbox"/> Arabic <input type="checkbox"/> Other	Which channel does your audience use mostly? <input type="checkbox"/> SMS <input type="checkbox"/> Calls <input type="checkbox"/> Social Media <input type="checkbox"/> Face to Face <input type="checkbox"/> Radio <input type="checkbox"/> Television <input type="checkbox"/> Other	How does the audience respond in 2 way comms <input type="checkbox"/> SMS <input type="checkbox"/> Calls <input type="checkbox"/> Social Media <input type="checkbox"/> They rarely respond <input type="checkbox"/> Other	Use the marked options to define your audience's communication culture	
Step 3	Consider any challenges and alternatives to the channels used by your audience.						Define Challenges and alternatives here
	Are there any downsides to relying on these channels? <input type="checkbox"/> Unreliable <input type="checkbox"/> Costly <input type="checkbox"/> Limited reach <input type="checkbox"/> Other	Are there alternative channels that they use? <input type="checkbox"/> SMS <input type="checkbox"/> Calls <input type="checkbox"/> Face to Face <input type="checkbox"/> Radio <input type="checkbox"/> Television <input type="checkbox"/> Other	Other challenges?			Use the marked options to define challenges and alternative communication channels	
Step 4	Determine the channel(s) to use based on the three steps above:						