



## Amber | Section 3 Channels

**You have a functioning suite of channels, but these need to be optimised as technology, audience expectations and the needs of most businesses are changing fast.**

Use your audience segmentation model and personas to build channels based on audience needs. Ensure you have a defined purpose for each channel and communicate this to each audience. Choose the appropriate media and frequency based on people's preferences and requirements. Remember, one size does not fit all. There will be niche audiences that require bespoke solutions.

Look for ways to build more conversation and feedback into your channels. Make them genuinely valuable to the business by using them to harvest great ideas and opinions, especially from frontline employees.

To help you build more conversation and feedback into your channels, [get in touch](#) to request your free copy of *[From Cascade to Conversation - Unlocking the Collective Wisdom of your Workforce](#)*, by Katie Macaulay. The book examines how organisations can shift from broadcasting messages to something more conversational, participative, and involving. Here's a short [film that captures the essence of the book](#).

We also recommend *[Successful Employee Communications – A Practical Guide to Tools, Models and best practice for Internal Communication](#)* by [Sue Dewhurst](#) and [Liam FitzPatrick](#). You can hear Sue and Liam talk about their book in *[Black Belt Thinking](#)* on *The Internal Comms Podcast*.

Your IC channels should not work in isolation, so think about the interplay between them. Create content with more than one channel in mind. Can an interview be written as a short article but also become a podcast or animation?

Research shows IC teams struggle most with face-to-face channels because these require training and ongoing support. Talk with colleagues in HR or Learning and Development about their plans. Perhaps you can make progress in this area by combining your plans and pooling your resources.

Finding inspirational examples of internal channels from other organisations can be difficult. But we're happy to share some recent case studies – just email [Abi Terry](#).

You may find AB's Channels and Platforms Workshop useful. This gives valuable insight into creating a modern channels suite that reaches the right people in the right way. The workshop covers building a channel map, delivering the human touch in a digital workplace, and treating your audiences as consumers. We also recommend great off-the-shelf solutions to take your channels from good to great. [Email](#) us to find out more.