

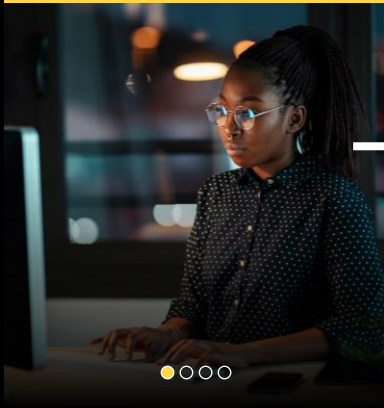
Communication ■ channel mix

Miguel Ribeiro

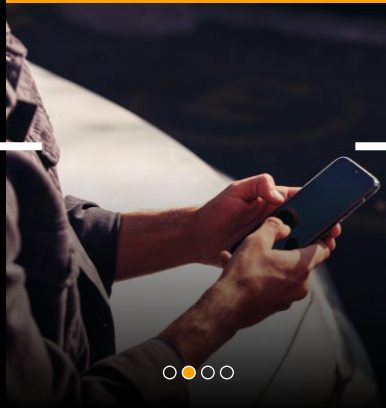
Fact or myth



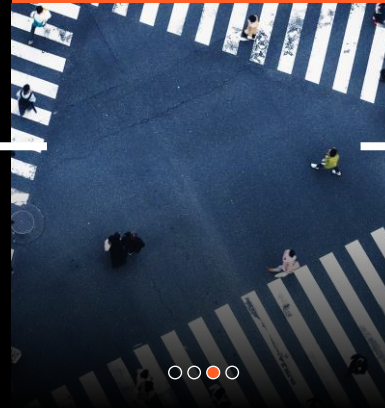
Email
is a goner



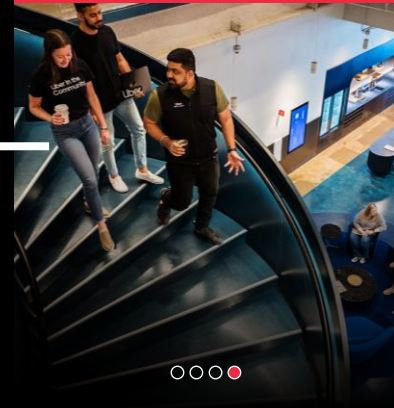
Mobile
is the new deal



Polished
works better



Targeting
trumps widespread



One size really doesn't fit all





Starting from a place of data

01

What does the organization look like?



Demographics and Personas

02

How are the existing channels performing?



Metrics vs Feedback

03

Are there any gaps?



Top down or bottom up

Organizational channel profile

Intersecting → channels and formats



Events

(F2F, Digital, Hybrid)



Email

(announcements, newsletters)



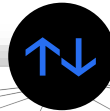
Online

(intranet, social media)



Other

(TV screens, posters...)



Written content

| Video

| Animation

| Slides

| Infographic

| One-pager

| Podcast ...

Finding the **winning** combination

Get your channel mix on a page



Main channels



Main purpose



Possible formats



Main audiences



Guiding questions



01
Events

Strategic info that requires explanation

Presentation
Surveys, games
Videos / Animations
Panels

All employees
People Managers
Line of Business
Country
Other (targeted)

Who needs to know about it and why?
What's in it for them?
Is it easier to explain in a conversation?



02
Email

Strategic info that requires action

Written note
Newsletter
Videos/Animations
Infographic
Slides/docs

All employees
Leadership teams
People Managers
Line of Business
Country / Office
Other (targeted)

Who needs to know about it and why?
What's in it for them?
What's the action?
Is it must know information?



03
Slack

Reinforcement and nice to know info

Written note
Newsletter
Videos/Animations
Infographic
Slides/docs
Images

All employees
Country
Office

Is it interesting to know?
Does it recognize someone?
Does it contribute to overall engagement?
Does it help people with their jobs?

Things I always go back to

Channels



Respect the
channel's
nature



Stay in the
channel's
sweet spot

Performance



Balance
adaptation with
education



Pick your
battles



Content
is

king!



A group of people are sitting on the grass outdoors, possibly in a park or campus setting. The scene is slightly blurred, focusing on the text overlay. The text 'Let's chat!' is written in a large, white, sans-serif font, centered on a solid black rectangular background. The background image shows several people sitting on the grass, some looking at their phones. The overall tone is casual and inviting.

Let's chat!

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