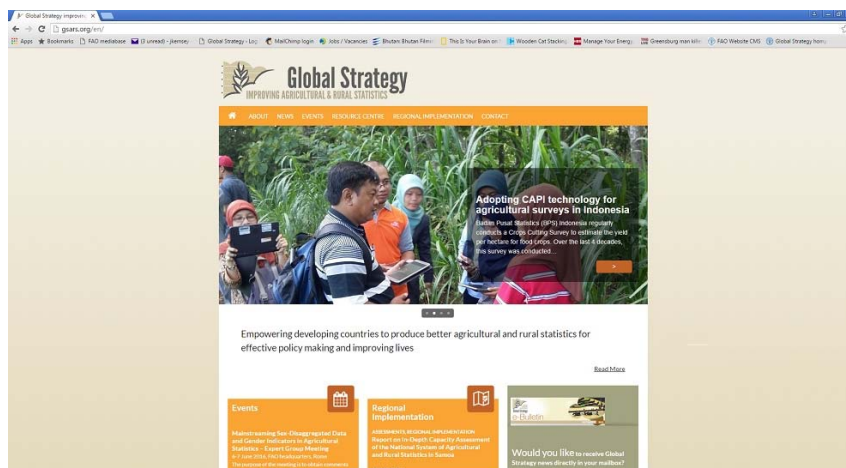


Communications Strategy: Delivery Channels

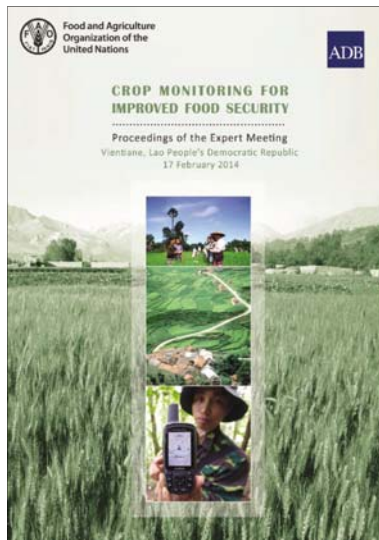
27 June – 1 July , 2016
Daejeon, Republic of Korea



Delivery channels are the primary portals through which information on your initiative/program will flow to reach its intended audience.



Delivery Channels



3



Delivery channels can...

- * Serve more than one audience
- * Be targeted for specific audiences and purposes
- * Be more than just websites and social media

Think about your audience: what forms of media are the most consumed in your country? What has your audience responded to in the past?



Delivery channels to consider

- * Meetings or events
- * Press releases
- * Policy briefs
- * Presentations
- * Brochures, flyers, posters
- * Workshops
- * Opinion editorials
- * Website
- * Social media
- * Films
- * Newsletters
- * Advocacy kits
- * Reports
- * Knowledge sharing platforms

5



Categorize channels

Online and Social Media

- Website
- Partner websites
- Social media – FB, Twitter, YouTube
- Knowledge sharing platform

Media/Print and Video

- Short films
- Opinion editorial and interviews

Publications

- Newsletter (+ partner newsletters)
- Brochures and flyers
- Reports
- Advocacy kits
- Posters and banners

Events

- Regional workshops
- Communications calls and seminars

6



Thanks!

