



YOUR  
CHANNELS MATRIX  
GUIDELINES  
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# CHANNELS MATRIX

When you are putting together a communication strategy, one of the key elements to include is a Channels Matrix.

A channels matrix is used once you've outlined what you're trying to achieve. In it you detail the communication channels/methods you will use and when. Ensure you have effective feedback mechanisms and two-way channels in place for employees to have their voices heard and views acted upon.

You can use this matrix to see your communication channels at a glance.

The example on the next page shows what to write.

## **Questions to ask once you've completed it:**

1. Do we have a balance of one-way/two-way channels?
2. How are we encouraging employee voice?
3. Are there any channels we should retire/add?
4. What's missing? (Do employees use their own methods?)
5. Are we happy with the frequency?
6. Do we have enough/too many?
7. Have we shared this information internally?
8. What's the ideal content for each channel?

## HOW WE COMMUNICATE

# CHANNELS MATRIX

CHANNEL	CATEGORY	PURPOSE	WHO IT'S FOR	DIRECTION	FREQUENCY	OWNER
Employee magazine	Print	News, views. Timely org info	All of our employees	One-way / broadcast	Monthly	Comms

NOTES

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NOTES



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