Template

Internal Audience and Channel Matrix

Channels are what we use to communicate with audiences. There are many different channels available to us but selecting the right channels to communicate your messages to your audiences is as important as developing the right messages.

Use the Internal Audience and Channel Matrix template to help you think through your audiences’ communication needs as you select a set of communication channels to support your internal communication.

If you don’t already have an internal communication strategy in place, consider using the How-to Guide: Develop an Internal Communication Strategy and Plan.

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| **Audience** | **Description/ characteristics** | **Communication preferences** | **Communication needs** | **Channel (incl. description)** | **Channel pros/ cons** | **Complementary channel** |
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