

Communication channels

Type of channel	Examples	Advantages
Conventional	<ul style="list-style-type: none">- Mass media, such as television, radio- Distribution of printed materials (brochures, factsheet, etc.)- Outdoor advertising or billboards	<ul style="list-style-type: none">✓ Can reach large audiences in urban and rural areas✓ Useful when no feedback/interaction is needed✓ Useful to share a clear message and raise global awareness of a topic
Digital	<ul style="list-style-type: none">- Email- Social media- Websites- Online communities of practice- Blogs- File sharing- Mobile phones and applications	<ul style="list-style-type: none">✓ Reach a large audience with Internet access (including via mobile phone)✓ Host many types of content (audio, video, visual, written)✓ Can be quickly shared and forwarded✓ Enable your audience to communicate with you and each other✓ Allow feedback
Face-to-face	<ul style="list-style-type: none">- Share fairs- Theatre and participatory theatre- Exchange visits and study tours	<ul style="list-style-type: none">✓ Suited to teaching and training to a restricted number of people✓ Suited to convey sensitive messages✓ Scope for practical demonstrations✓ Allow direct feedback and participatory discussions