

**Phase: Implement - Step: Communication Products and Channels**  
**Lesson 4.5**

## Overview communication channels in the toolkit

This job aid offers an overview of the communication channels presented in the toolkit and their main advantages and examples.

| Type of channel       | Advantages  | Examples   | Extra resources   |
|-----------------------|---|--|---|
| Conventional channels | <ul style="list-style-type: none"> <li>• Reach a large audience</li> <li>• Fast way to reach a large audience</li> <li>• Useful to share a clear message and raise global awareness of a topic</li> </ul> | <ul style="list-style-type: none"> <li>• Mass media, such as television, radio</li> <li>• Printed materials, such as books, brochures, articles</li> <li>• Outdoor advertising or billboards</li> </ul>                            | Guidelines on how to produce gender responsive radio broadcasts |
| Digital channels      | <ul style="list-style-type: none"> <li>• Reaches a large audience</li> <li>• Enables your audience to communicate with you and each other</li> <li>• Allows direct feedback</li> </ul>                    | <ul style="list-style-type: none"> <li>• Email</li> <li>• Social media</li> <li>• Websites</li> <li>• Online communities of practice</li> <li>• Blogs</li> <li>• File sharing</li> <li>• Mobile phones and applications</li> </ul> |   |

| <b>Type of channel</b> | <b>Advantages</b>  | <b>Examples</b>   | <b>Extra resources</b>   |
|------------------------|--|---|--|
| Face-to-face           | <ul style="list-style-type: none"> <li>• Suited to sensitive messages</li> <li>• Suited to teaching and training</li> <li>• Scope for practical demonstrations</li> <li>• Interactive and potential for discussions</li> </ul> | <ul style="list-style-type: none"> <li>• Share fairs</li> <li>• Theatre and participatory theatre</li> <li>• Exchange visits and study tours</li> </ul> | <p>Mini-lesson on how to organize a share fair and fact sheet</p> <p>Fact sheet on how to organize exchange visits</p> |