Communication Channels Matrix

Select the most effective channels for different communication needs and audiences

Communication Channel	Best Use Cases	Target Audience	Frequency	Formality	Key Characteristics
FORMAL CHANNELS					
Steering Committee Meetings	Major decisions, governance, strategic direction	Executives, Project Sponsors	Monthly/Quarterly	Very High	Formal agenda, minutes, decisions documented
Executive Presentations	Strategic updates, funding requests, approvals	C-Suite, Senior Leadership	Quarterly	Very High	Polished slides, data-driven, concise
Project Status Reports	Progress tracking, metrics, issues escalation	Leadership, Sponsors	Weekly/Monthly	High	Structured format, KPIs, RAG status
Official Memoranda	Policy changes, formal announcements	All Stakeholders	As needed	Very High	Legal review, official distribution
Board Reports	Fiduciary updates, strategic alignment	Board of Directors	Quarterly	Very High	Executive summary, financial focus
REGULAR UPDATE CHANNELS					
Email Newsletters	General progress, milestones, upcoming events	All Stakeholders	Bi-weekly/Monthly	Medium	Scannable format, visuals, links to detail
Team Meetings	Coordination, problem-solving, planning	Project Team	Weekly	Medium	Collaborative, action-oriented, documented

Intranet/SharePoint	Documentation, resources, self-service info	All Stakeholders	Continuous	Low	Searchable, organized, version controlled
Dashboard/Portal	Real-time metrics, status, KPIs	All Stakeholders	Real-time	Low	Visual, automated, drill-down capability
Monthly All-Hands	Broad organizational updates, Q&A	Extended Team	Monthly	Medium	Presentation + discussion, recorded
INTERACTIVE CHANNELS					
Town Halls	Q&A, dialogue, feedback gathering	Large Groups	Quarterly	Medium	Two-way dialogue, anonymous questions
Focus Groups	Deep dive on specific topics	Selected Stakeholders	As needed	Low	Small group, facilitated discussion
Office Hours	Open access for questions and concerns	Anyone	Weekly	Low	Drop-in format, informal, supportive
Workshops	Collaborative planning, input sessions	Cross-functional Teams	As needed	Medium	Facilitated, interactive, outputs defined
Surveys	Structured feedback collection	Target Groups	Quarterly	Low	Anonymous option, analyze results, act on feedback
DIGITAL/SOCIAL CHANNELS					
Collaboration Platforms	Quick updates, discussions, file sharing	Project Team	Daily	Low	Teams/Slack - instant, conversational

Video Messages	Personal connection, complex topics	All Stakeholders	As needed	Medium	Executive presence, tone and emotion
Webinars	Training, demonstrations, education	End Users	As needed	Medium	Interactive, recorded, Q&A enabled
Internal Social Media	Informal sharing, community building	All Stakeholders	Continuous	Low	Organic, peer-to-peer, culture building

Legend:

FORMAL CHANNELS:	Official, documented, high-stakes communication
REGULAR UPDATE CHANNELS:	Routine information sharing and coordination
INTERACTIVE CHANNELS:	Two-way dialogue and feedback gathering
DIGITAL/SOCIAL CHANNELS:	Quick, informal, technology-enabled communication