



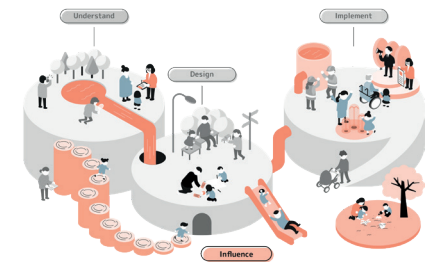


-  **Format**
template, team workshop
-  **Group size**
small
-  **Time**
1-2 hours
-  **Facilitation experience**
beginner



Mapping channels and methods

What is it? You can use this template to apply your **persona research** and think about which **communication channels** will best reach and engage these groups in your message. This will guide the most effective investment in channels and communications activity.

How to use it?

1. Start by filling in different **personas** within the **rectangle** boxes above each small circle.
2. Looking at the smaller circles, think about the **core themes** and messages you created for your project, and fill in different channels and methods that you feel would be most effective to communicate with that persona. Use the channels and methods within the big circle as inspiration.
3. Write a small **justification** as to why you selected that channel or method for that specific persona.
4. Lastly, when clusters of methods start to appear, notice if you mapped the same channel **across** several personas suggesting which channels and platforms could be **prioritised** and invested in within your project, and also consider whether your approach might need to be more **tailored** for certain personas.

Keep in mind: Make notes of the creative ideas you generate during the exercise, so you can use them while planning the detail of your advocacy plan.

