

Checklist: Channel Characteristics

Each communication channel has advantages and disadvantages. Keep them in mind when you're considering how to communicate with an audience.

Channel	Easy to Create Content	Physical Presence Required	Mobile	Interactive	Widely Available	Good for Complex Content	Good for Emotional Content
FACE-TO-FACE							
One on One	Yes	Yes	No	Yes	No	Yes	Yes
Small Groups	Yes	Yes	No	Yes	No	Yes	Yes
Presentations	No	Yes	No	Yes	No	Yes	Yes
Virtual Presentations	No	No	Yes	No	Yes	Yes	No
AUDIO							
Telephone	Yes	No	Yes	Yes	Some	Yes	Yes
Recorded (e.g., podcasts)	No	No	Yes	No	Yes	Yes	No
TEXT-BASED							
Long Form							
Written Documents	Yes	No	Yes	No	Yes	Yes	Yes
Short Form							
Email	Yes	No	Yes	Yes	Yes	No	Some
Texting	Yes	No	Yes	Yes	Yes	No	Some
Twitter	Yes	No	Yes	Yes	Yes	No	Some
Facebook	Yes	No	Yes	Yes	Yes	No	Some
Wikis, other collaborative tools	Yes	No	Yes	Yes	Yes	Yes	Some
VIDEO							
Recorded Video	No	No	Yes	No	Yes	Yes	No
Two-way Video Conferencing	Yes	No	No	Yes	No	Yes	Some

* Some laptops and cellphones have this capability.