

# COMBINE CHANNELS

To achieve the greatest impact, organise your communication channels in a flowchart. To avoid repetition, try and vary the message in the different channels. A message may be repeated endlessly if you are automatically updated on social network services. Download the flowcharts in the column to the left to get an idea how to organise your communication channels.

## Basic level

Texts and photos can be published and shared on social networks services and websites or blogs. The length and content varies according to the chosen receiver or target group.

- **Twitter:** 140 characters and one photo. Often used to convey a specific moment and an emotional reaction
- **Facebook:** Text, photos and suitable links. Useful for provoking reactions and for dialogue and spreading the word.
- **Website/Blog/News letter:** Use when the message is of great importance and the text is longer than one column. Remember to add photos and share the information in social network forums.
- **Press information:** Use if you want to involve press and get news coverage. Content may even be dispersed in the above channels in different forms.



## Intermediate

- **Catch the mood with your mobile.** Write and include a short message together with a photo to introduce the video. Load on to YouTube or Bambuser. Alternatively, make several short videos and publish on website/blog.
- **Photo presentations.** Use if you are not an accomplished video photographer. In most video editing programmes you can create Photosories. Alternatively, load your photo album on to Flickr.
- **Circulate** your photos and videos by using the relevant channels.

## Advanced

Record the entire event using all kinds of media for publication at a later date. Make interviews with and take photos of the relevant people. By using video recording you can edit the film into shorter sequences, which can also be used as the basis for a text.

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