

What are the positives and negatives of the various communication channels you use?


Engagement

Generate traffic to SM and web

Adapted to countries, ages and groups

Social media

Addictive Statistics



Record Local people voices

Storytelling, greater recognition


Provide evidences

Videos / Youtube

Not effective

Easy to forget

Email



Practical + video

Expensive or technical skills

Field visits

Generate more traffic

Stable and contain all sources of information

Website



Mailchimp - Evaluate success and nicer format

Newsletter



Engage locals

Advisors

Reach bigger audience

Networking less effective

Networking

Webinars

Physical meetings

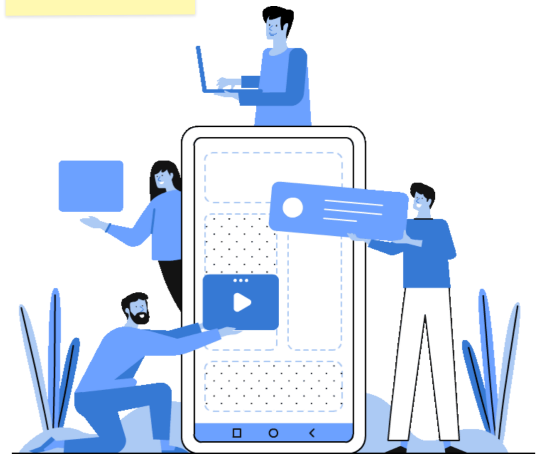
Door to door approach

At least one communicator coordinator

Hard to get feedback from online comm

Adapt the content to the audience

Multi-channel approach

Are any channels particularly effective for specific audiences?

Generate engagement



Young people?

Broader audiences



Reach general public

FC close groups

Podcast to reach general publics

Youtubers to promote specific content to young audience



Native advertisement

Brochures and physical publications

Adapt in regular basis



Newspapers for farmers and older audiences

Member database to target audience

Younger people with digital skills



Wikipedia