



The ACS Communication Channel Guide

Choose the Best Ways to Engage Your Audiences!

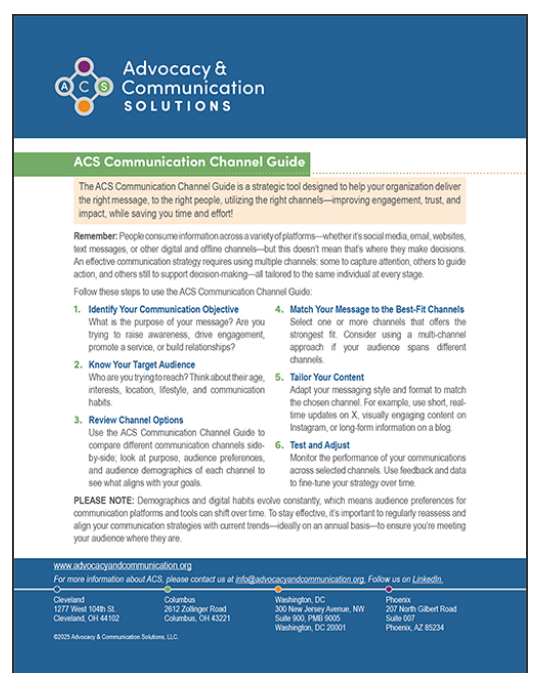
In today's crowded online world, it's not just **what** you say, but **how** you say it. And even more importantly, saying it in the right place to the right people at the right time.

By aligning your message with your communication objectives and your audience's preferences, every interaction can become more meaningful—and more impactful!

ACS has developed a resource to help your organization maximize engagement and better connect with all your audiences. Introducing the [ACS Communication Channel Guide](#); a new tool that allows organizations to better understand which communication channels to use based on the purpose of the communication, target audience preferences, and communication channel audience demographics.

The [ACS Communication Channel Guide](#) serves as your roadmap for selecting the most appropriate methods to connect with your specific audiences and improve the clarity, reach, and effectiveness of your communication efforts!

Choosing the right communication channels based on your audience's preferences is important because it helps you to do the following:



- **be relevant and drive engagement.** People are much more likely to pay attention, respond, or act when a message resonates with their needs, interests, or values. Think about the last communication piece you saw that prompted a reaction. Why did you respond? Most likely, it's because that piece spoke to you in some way—an intentional and strategic move by the sender.
- **build trust and credibility.** When you show that you understand your audience, it gives the impression that your organization is thoughtful and trustworthy (and NOT just another voice trying to sell or promote).
- **improve clarity and understanding.** Tailoring your message by audience helps eliminate confusion and aligns your message and your desired outcome with the intended audiences and the communication channels they use the most.
- **boost the effectiveness of your message.** Messages that match your audience's preferences and demographics generally achieve a much higher response rate and stronger results!
- **reduce YOUR efforts.** Sharing a message without understanding your audience can lead to missed opportunities, low engagement, and even reputational risk—especially if the message comes across as out of touch or poorly timed.

Don't just send out messages using any communication channel, hoping for a good response. Be intentional with your messages and how you get them out into the world by using the ACS Communication Channel Guide as a framework to align content type, its purpose, and your target audiences from the start—saving you time and improving how you communicate!

Want more?

Want to learn how communication, strategy development, advocacy, or capacity building can move your organization forward? Need an expert for training sessions or conference presentations?

Contact one of our team members, call toll free at 1-877-372-0166 or visit our website at advocacyandcommunication.org.



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