



Channel Strategy Bingo Card

| Channel | | | |
|---|----------------------------------|--------------------------------|---------------------------------|
| What characteristics should the content for this channel have? | | | |
| Nice to Know Info | Must Know Info | Should Know Info | Emergency/Crisis Information |
| Urgent | Actionable | Not-Actionable | Longer shelf life |
| Non-Urgent | Time bound | Not time bound | Short shelf life |
| For everyone | For 'x' group | One-way | Two-way |
| For gathering feedback | Organisational level information | Departmental level information | Team level information |
| | | | |
| What subject matter should this channel carry | | | |
| Organisational Achievements | Individual Achievements | Team Achievements | Financial |
| IT Services (News/Issues) | Health, Safety & Wellbeing | Events | Organisational Strategy |
| Sector Contexts | Social information | Awards | Voluntary Work |
| Offices/Estates | Job Opportunities | Learning and Development | Corporate Social Responsibility |
| HR/Management | | | |