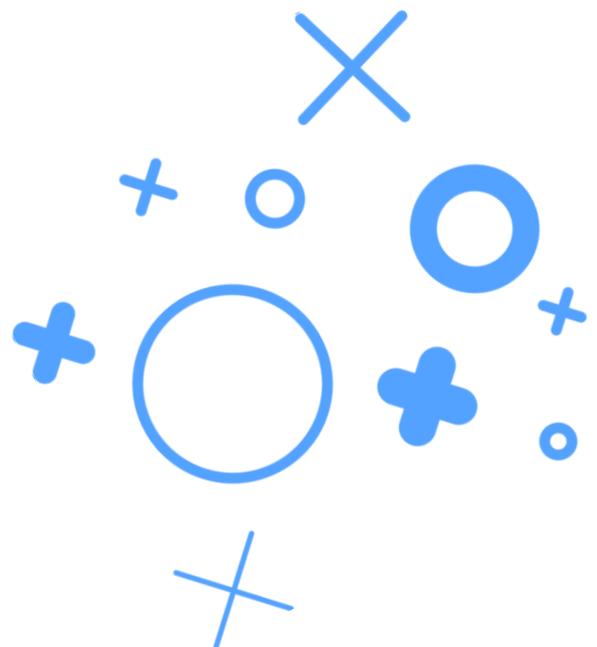
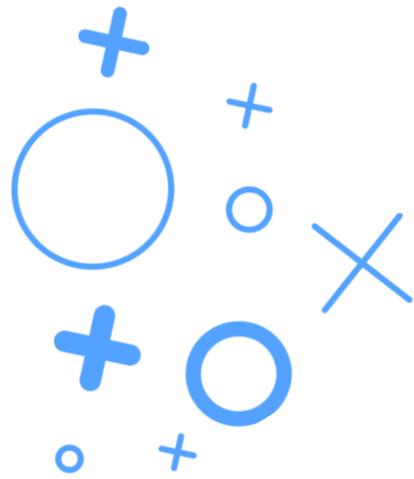




Communication Matrix

Channels and Messages to Reach Your Target Audience

It is evident that individuals tend to approach receiving information differently – everyone has their own preferred way of reading, seeing or hearing daily news and information – being a good old newspaper with a cup of coffee or a reel on social media network. To reach your identified target audience, it is essential to define the channels that usually appeal to this group of people, for example cub, venture scouts or adult volunteers. This resource will guide you through the most usual communication channels used by different age sections and propose the type of content to approach them. Use this matrix to map out your communication plan.



Channels	Example of Content	Type	Cub	Scout	Rover	Parents	Volunteers
Internet							
Instagram	fun youth-focused content, quizzes in IG stories, paid posts, focus on increasing IG followers and engaging with comments, asking questions in your captions for people to comment	Photo, Video, Carousel (photo/graphic), Story		X	X		X
TikTok	fun youth-focused content, follow a trend, videos on Scout skills (ropes, fires, cooking, etc.), showing uniforms, dance skills, having fun	Video		X	X		
Facebook	diverse content between informative and fun, photos of global Scouting, targeted paid posts, photo albums of camps and activities	Photo, Video, Link, Story		X	X	X	X
Twitter	announcements, humanitarian action in times of crisis, Scouting activities in photos	Photo, Video, Link			X	X	X
LinkedIn		Photo, Link				X	X
E-mail		Newsletter & Photo			X	X	
Youtube	Create channel for your NSO, upload educational videos and Scouting skills	Video	X	X	X	X	X
WhatsApp	Local group level and follow-up, sharing posters, photos and videos	Post & Photo		X	X	X	X
Telegram		Photo		X	X	X	X
Pinterest	Upload photos and creative material on Pinterest profile all about Scouting in your country	Photo and link		X	X	X	X
Website	Keep up to date, clear info and calls to action i.e. how to join Scouting				X	X	X
Face to Face events							
Church group presentation			X	X	X	X	X
Open doors event			X	X	X	X	X
Open doors Camp			X	X	X	X	X
School presentation			X	X	X	X	X
Print Media							
Newspaper		Feature story, press release				X	X
Magazines		Photos, articles, advertisement			X	X	X
Brochures						X	X
Broadcast Media							
Radio		Popular shows, commercials	X	X	X	X	X
Television		Commercials, kid shows	X	X	X	X	X
Outdoor Media							
Billboards		Billboards	X	X	X	X	
Street Art		Legal graffiti, Mural, Flashmob	X	X	X	X	
Influencers							
Public figures	Scout endorsement, public appearances						
Famous Scouts				X	X	X	X
Social media influencers	Invite them to an event to post on their channels, have a partnership with one who represents Scouting values, follow WOSM's Influencer Marketing Guide			X	X		X