

Communications channels and tactics

Discover what channels and tactics are available to help your communications strategy to be successful.

Channels and tactics	Audience	Method	Impact	Cost	Purpose
Communications & Engagement owned channels.					
Month of Engagement (May & October)	Service Delivery staff, family and carers, the public	Face to face	High	NA	Biannual engagement days to connect with existing clients and potential new clients
Face-to-face	All		High	NA	In person consultations, meetings or events on a particular topic.
Presentation (Townhall)	Staff, Families and Carers, People we support	Electronic / Hard copy	High	NA	Large gathering to discuss a common topic. E.g., NDIS updates, Reconciliation Action Plan (RAP)
Cascade email	Staff	Electronic	Medium - High	NA	Formal leader comms, supported with speaking points and FAQs.
Email / Letters (personalised)	All	Electronic	Medium - High	NA	Communications direct to your target audience
Easy Reads	People we support	Hard copy / Electronic	Medium - High	NA	Communications with images and in plain English, conveying information in a clear and accessible way for people we support.
Leaders Connect - Work	Service Delivery frontline leaders	Face to Face / Online	Medium - High	NA	Joint initiative with Service Delivery, People and Wellbeing and Communications and Engagement teams to collaborate with leaders. Monthly Teams meeting, 10am – 11am.
SMS	Staff, Families and Carers, People we support	Electronic	Medium - High	\$0.032 per message	Short, simple messages sent directly to target audience's phone. Used sparingly to avoid harassment with 160-character limit.
Team Connect	All	Face to Face / Online	Medium - High	NA	Biannual series of all staff forums to discuss organisational culture and potential improvements.
Intranet	Staff	Electronic	Medium	NA	Private network to securely share company resources and information that only employees can access through the VPN.
Speaking notes	All	Electronic	Medium	NA	Brief summary of important information to guide a speaker when delivering a presentation
Surveys	All	Electronic	Medium	NA	Gathering information using relevant questions from a sample of people to provide a critical source of data and insights.

Video	Staff, Families and Carers, People we support	Electronic	Medium	\$2,000 - \$10,000	Increase engagement using video content creation to convey your message. The TikTok effect - regardless of length, you lose 30% of viewers by 30 seconds, 45% by 1 minute, and 60% by 2 minutes.
Virtual meetings (events)	Staff Families and Carers	Electronic	Medium	NA	Meet your target audience virtually rather than face to face.
Intranet events calendar	Staff	Electronic	Low	NA	Add your upcoming events to the organisation wide events calendar.
Annual Report	All	Hard copy / electronic	Low	NA	Produced yearly highlighting, activities, strategies and financial results for the year.
Flyer	Staff, Families and Carers, People we support	Hard copy	Low	Depends on quantity, colour, size, paper	Visual document of information to hand out to target audience. The Marketing team may need to be involved in design and printing.
Invitations	All	Hard copy / Electronic	Low	NA	Invitations to events, expos, engagement days etc.
Post card	Staff, Families and Carers, People we support	Hard copy	Low	Depends on quantity, colour, size, paper	Visual document created to deliver to the door of your target audience. The Marketing team may need to be involved in design and printing.
Poster	Staff	Hard copy	Low	Depends on quantity, colour, size, paper	Visual document to display at a desired location. The Marketing team may need to be involved in design and printing.
Newsletters					

Project newsletters	Staff, Families and Carers, People we support	Electronic / Hard copy	Medium	NA	Includes project updates and good news stories. Distributed to a specific target audience for that project.
#TeamPossible News (Last Tuesday of each month)	Staff	Electronic / Hard copy	Low - Medium	NA	Uplifting good news stories of people in our services and employees shared with the wider organisation. Content deadline: 2nd Friday of the month
Your Weekly Update (Every Thursday)	Staff	Electronic	Low - Medium	NA	Weekly organisational updates to keep employees informed. Content deadline: COB each Monday
Connections	Families and Carers	Electronic / Hard copy	Low - Medium	NA	Monthly newsletter with a mixture of operational updates and good news stories to connect with families and people we support.
Connections - easy read	People we support	Electronic	Low - Medium	NA	Monthly newsletter in an easy-to-read format, accompanies Newsletter: Connections (above)
Marketing owned channels					
Social media	All	Electronic	Medium - High	NA	Endeavour Foundation and Community Solutions Group Facebook, LinkedIn, Twitter, Instagram accounts
EF Connect	Families and Carers	Electronic	Medium - High	NA	Newsletter template linked to the Connect app, for sites to customise their own newsletters for families/carers.
Care Connect	Families and Carers, People we support	Electronic	Medium - High	NA	Monthly newsletter connecting with NDIS Support Coordinators
Websites	All	Electronic	Medium	NA	Endeavour Foundation , Community Solutions , BRACE , Lotteries (Lotteries owned channel), Disability Research Fund , Kingaroy Kitchen
NDIS eNews newsletter	All	Electronic	Low	NA	Monthly newsletter with NDIS news, information and tips. Anyone can subscribe to the newsletter from the Endeavour Foundation website.
Your Impact	Supporters	Electronic	Low	NA	Monthly Newsletter distributed to supporters