**METHODOLOGY GUIDE**

**Engagement / Communication Channel Analysis**

**What is an Engagement or Communication Channel Analysis?**

A communication Channel analysis is a process of systematically gathering and analysing qualitative information to determine what engagement method with our target audience will be the most appropriate to reach the programme's objectives or goals.

**Objective**

This tool should help the TWG/team to analyse most used communication methods and identify other channels that might be useful for the project's objective. The aim is to find out which communication methods and channels are most frequently used by certain stakeholders, which have been more effective, which could be more effective for the purpose of the programme and what other channels not used so far could be explored. This tool should help the team make decisions on HOW the Protocol messages should be communicated.

**Steps to do the communication analysis**

1. **Form a Working Group**

The TWIG should form a small ‘working group’ WG (four to five people) whose members should go through the process of communication channel analysis in a participatory way. Whenever possible, the working group should include as well communication specialist or someone from the Inter-cluster communication WG.

1. **Define communication channels**

It is important to have a diverse channel mix to be sure we can identify the best channel to reach different target audiences without leaving anyone behind. Consider communication at different levels and to different stakeholders who could impact the project's objectives. Research current stakeholder behaviours on different channels and determine which ones they use and which are influential. The use of a communication channel already known and trusted by the target audience, will facilitate the engagement process. On the other hand, try to experiment with new channels: and measure their effectiveness before using them frequently.

Start by identifying the channel that best supports the targeted project's objectives. The context analysis (Step 1) includes a Communication Channel Register, in which the team would have identified communication methods used in the target area by the local population and other stakeholders. These channels should be listed and used as a starting point for the analysis. Afterwards, you can list and analyse other channels or methods that could potentially be effective with the project's objective.

The template / excel sheet has a summary list of engagement methods and communication channels, which can help the TWIG members to find the most appropriate channels. More information and other classifications can be found as well in the following references:

* “The Characteristics of Different Communication Channels”, Infoasaid

<http://www.cdacnetwork.org/contentAsset/raw-data/3964aebb-a70d-41a5-a006-c6c91114365e/attachedFile>

* “Supporting Safer Housing Reconstruction After Disasters”, UNHabitat, 2019;

Pages 157 to 312 (chapter 5, 6 and 7).

<https://unhabitat.org/sites/default/files/documents/2019-09/supporting_safer_housing_reconstruction_after_disasters.pdf>

* “Good Practice Review (GPR) for Disaster Risk Reduction”, John Twigg, 2015

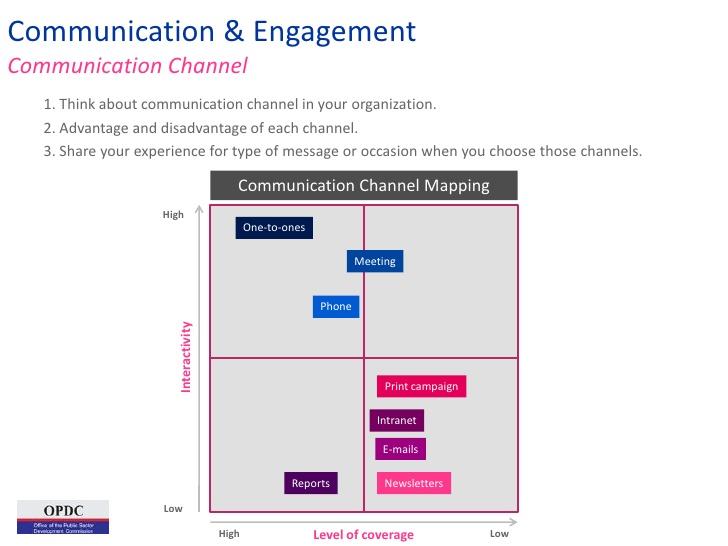
Pages 191, 196 to 203 (chapter 10 –>10.4)

<https://inee.org/system/files/resources/Twigg_Disaster_Risk_Reduction_2015_ENG.pdf>

1. **Discussion and ranking of identified channels**

Once the list of channels have been defined, write everyone in a separate post-it. Draw on a flip chart or board a chart in which the vertical axis defines the level of interactivity between communicator and audience of the specific channel. The horizontal axis should reflect the level of coverage of the message reaching the target audience using the specific channel.

Here an example:



Every flip chart / communication channel should be placed on this chart taking into account the following questions:

* How does the target audience like to consume information?
* Does the channel enhance the dialogue and encourage participation?
* Is it possible to spread out the message widely in a short time?
* How cost effective is the use of the channel compared with the impact?
* How not leaving anyone behind? How to reach people with special needs, minorities or remote?
* Which are the advantages and disadvantages of using a specific channel thinking about different messages and audiences?
* Which are the barriers or limitations using the specific channel? (technical, but also clarity and good understanding of the message)

If necessary, fill in separate charts considering the same channels but for different audiences.

It is recommended to take a picture of the flip chart or board in order to keep record of the decisions and conclusion of the analysis.

1. **Keep record of the discussion and conclusions** (excel template)

Once the WG has reached a consensus amongst the different communication methods and channels, the team should fill in the excel sheet template “Engagement Analysis Template” in order to keep record of the most important discussion points and include additional data related to the channel. This table will help later to establish the Communication Strategy (Step 5 of the Protocol).

The excel sheet is a template and can be modified and adjusted to the context needs and reality. Some questions might not be applicable or might be unknown, but try to fill in most information in order to have a complete analysis and better support the definition of the Strategy.

**How to complete the excel table - Engagement Analysis Template**

**Column A: Type of Engagement**

Try to organise the channels in groups to simplify classification. The template has some groups defined just as guidance in the “List of Potential Comms Channels”, but they can be changed and adapted as required.

**Column B: Engagement Method or Channel**

Specify the specific Communication Channel or Engagement Method you want to analyse in this row.

**Column C: Advantage**

Indicate the main advantages the WG has identified using this channel. Take into account that these could be relative to a specific audience group.

**Column D: Disadvantages or Limitations**

Indicate the main disadvantages or limitation in the use of this channel or methods identified by the WG. Take into account that these could be affecting all or only a specific audience group.

Take also into account the access of the information by gender, age, social-economic status, disabilities, culture, education or location.

**Column E: Potential Target Audience**

Specify for which audience group this channel might be more convenient and effective, or which audience group is familiar, uses and trusts this specific engagement channel.

**Column F: Level of Interactive with audience**

Based on the previous discussion and classification in the chart, specify if this channel allows participation and increases the dialogue amongst stakeholders. A higher score means that the channel allows two-way communication, and positions the interlocutors at the same level.

Rank the channel with high, medium or low. If required, it is possible to include a comment explaining the ranking.

**Column G: Level of coverage**

Based on the previous discussion and classification in the chart, specify if the use of this channel allows reaching a high percentage of the target audience directly. A higher score means that the messages given using this channel are received by a significant number of people. It doesn't mean that the message is understood by everyone.

Rank the channel with high, medium or low. In case the messages has a reliability of reaching 100% of our target audience, score will be very high (100%), if we esteem that only 50% of our target audience will receive the message, rank it with medium, if the channel allows only reaching a low number of target audience, the score should be low. If required, it is possible to include a comment explaining the ranking.

**Column H: It has been used before by…. (Communicator)**

Identify if this communication channel has been used in the past and by whom. Who frequently uses this channel to communicate with our target audience?

**Column I: It has been used to ...or in…. (Activity)**

In case this channel has been used in the past to communicate with our target audience, try to specify for what purpose or in which context / event.

**Column J: Does it boost a correct understanding of the message?**

Column Gprovides information on the reception of the message using a specific channel. The template wants to capture in this column how reliable this channel or engagement method is in making the message understood. Is this a channel that enhances comprehension of the message or does it need to be supplemented or supported with other means?

Score High if the use of this channel allows good understanding of the message without further actions, Medium if some follow up or reinforcement of the message should be carried out, or Low if it is not sure the messages will be understood correctly by the target audience using only this channel.

**Column K: Is it easily accessible to vulnerable people? (Physically, illiterate, unskilled, remote groups, minorities, etc.)**

Try tofind out if everyone has access to the information and use of this specific channel within the target audience. Is the information coming through this channel accessible to everyone? Try to think about vulnerable groups inside the target audience such as people with physical impairments, mental limitations, illiterates, minorities, people with less construction knowledge or abilities, people living in remote areas, people speaking other languages, etc.

Indicate YES if it is accessible to anyone, NO if it has large limitations, or adaptation feasible if it can be accessible also to vulnerable groups but with some adjustments or specific additional actions. In this last case it might be useful to give a brief explanation.

**Column L: Best time to implement**

Specify if the efficiency of using this specific channel can be improved or linked with a specific event, time of year, time of week, time of day, etc.

**Column M: Resources needed (investment)**

If known, specify what resources are needed to make use of this channel. Take into account material, personnel, rent of equipment, service providers, etc. It is not needed to do a cost estimation or to specify all resources needed, the main objective of this question is to be able to compare cost efficiency amongst channels. It is important to estimate if the use of this channel will require a high investment or if it is a cheap way to reach our target audience.

It is possible to define the channels as requiring a high amount of additional resources, requires additional equipment, personnel or specialist support, or does not require high investment.

**Column N: Time estimation**

Try to estimate how much time it will take to have an impact using this specific channel. Take into account the time needed for preparation, implementation, feedback and follow up. It is not required to establish the exact amount of time needed or set up a timeline, but to give information that allows comparison amongst channels. Which one consumes more time and which doesn´t need a long time investment?

It is possible to define the channels in time blocks, such as e.g. less than 1 month, from 1 to 3 months, from 3 to 6 months, more than 6 months.

**Column O: Other Comments**

Include any other comment or explanation related to the specific channel not mentioned before.