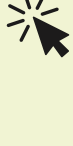


# Quick Guide to Remote Communication Channels Tools

## Media Capabilities



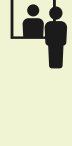
### Interactivity

- How quickly can you get a response?



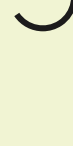
### Richness

- How much non-verbal cues and information can be conveyed?



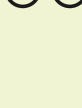
### Rehearsability

- Can you self-edit before sending your message?



### Reprocessability

- Can you access and search for the message at a later time?



### Scope

- How many people can you reach in one communication event?



### Parallelism

- How many people can have simultaneous conversations?

## Email



Electronic messaging that can be synchronous or asynchronous depending on how you use it.

**Key Features:** Text Editor, Mailing Lists, File Sharing

### Best for

- One-way broadcast of announcements, updates, events
- Two-way formal messaging
- Feedback Loops (e.g. customer inquiries)

### Advantages

- Reach. Lot of people can receive information quickly
- Sharing. Accessible even to people outside organization
- Tracking. Emails are searchable.

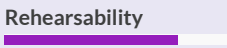
### Pitfalls

- Distraction. Constant checking can be a source of distraction.
- Flooding. It's difficult to find important messages in an inbox flooded with random emails.

## Media Capabilities



### Interactivity



### Richness



### Rehearsability



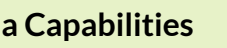
### Reprocessability



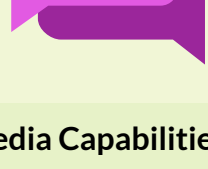
### Scope



### Parallelism



## Chat and Instant Messaging



Chat is shorter messages that can be exchanged instantaneously. Conversations can be organized by purpose and used asynchronously.

**Key Features:** Channels and Threads, Searchable Archive, Security and Encryption

### Best for

- Non-urgent, quick discussions
- Informal conversations regardless of working hours
- Group Announcements

### Advantages

- Scale. Information can be shared to a large audience.
- Informal. Easier to socialize in a chat.
- Integration. Integrates work and communication. Connects seamlessly to work applications.
- Requirements. Works well even under slower internet speeds.

### Pitfalls

- Focus. Notifications and lack of boundaries cause people to lose focus.
- Responsiveness. Just like email, expectations on response times should be clarified.
- Availability. Presence in chat is used as a proxy estimating work productivity.
- Lack of Context. Emotion and intention are difficult to read. Can lead to misunderstandings easily.

## Media Capabilities



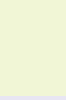
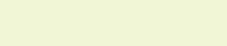
### Interactivity



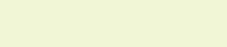
### Richness



### Rehearsability



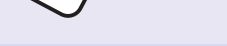
### Reprocessability



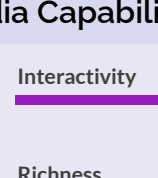
### Scope



### Parallelism



## Voice Calls (no Webcam)



If internet connection is unstable, the next best synchronous tool is a voice call. It's the digital equivalent of a phone call.

**Key Features:** Noise Cancellation, Recording, Instant Voice Messaging

### Best for

- For quick and urgent meetings
- Team and Social conversations
- Interviews and Podcast Recording

### Advantages

- Feedback. Voice calls also happen in real-time.
- Connection. Build connection among participants

### Pitfalls

- Scheduling. Requires people to be online and available at the same time.
- Documentation. Information within a recorded voice call is difficult to review.

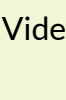
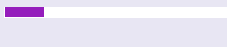
## Media Capabilities



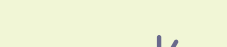
### Interactivity



### Richness



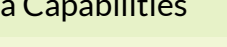
### Rehearsability



### Reprocessability



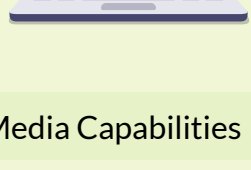
### Scope



### Parallelism



## Video Conferencing



Best synchronous communication channel for holding live events, virtual meetings and deep conversations.

**Key Features:** HD Video and Audio, Screen sharing, Recording and Transcription

### Best for

- Sensitive and Deep Conversations
- Regular virtual meetings
- Facilitate Collaboration: planning, decision-making, brainstorming
- Live Events - Webinars, Streams

### Advantages

- Rich. With webcam on, nonverbal cues convey meaning in a video call.
- Feedback. Video calls happen in real-time so people get instant feedback.
- Connection. Builds connection among participants.

### Pitfalls

- Scheduling. Can be difficult to get people from different time zones on the same call.
- Documentation. Even if video calls can be recorded, it's difficult to find relevant information within a recording.
- Resource-intensive. Sensitive to Internet connection problems.

## Knowledge Base and Wikis



Asynchronous channels that facilitate knowledge-sharing and information management.

**Key Features:** Collaborative Editing, Change Tracking, Organization, Integration, Templates

### Best for Asynchronous access to useful information.

- FAQs - frequently asked questions
- Onboarding Materials
- References and Guides
- Company handbooks

### Advantages

- 24/7 access. Information can be accessed anytime as you need it.
- Searchable Archive. Highly structured text information makes it easy to search for information.
- Transparency. A functional wiki improves transparency in an organization.
- Update history. Easy to see updates on content and authorship is carefully tracked.

### Pitfalls

- Maintenance. Becomes source of misinformation if wikis are not up to date.
- Shared Ownership. More effective if it's a company wide effort to contribute information.
- Adoption. It has more impact if it functions as a single source of truth for an organization.

## Forums and Social Media



Best asynchronous communication channel for reaching an external audience.

**Forums:** Topics and Threads, Anonymity, Internal Moderation

**Social Media:** Newsfeed, Authentic Accounts, External Moderation

### Best for Asynchronous communication with an external audience.

- News, announcements
- Events and promotions
- Public Q&A
- Customer support and feedback
- Audience Engagement

### Advantages

- Open. Highly accessible for potential and existing customers.
- Searchable - most posts are written in text so it's easy to search.
- Automated (Social Media). Algorithms help the audience discover relevant content.
- Engagement. As people react to your content, it also improves interest in your business.

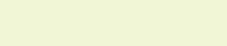
### Pitfalls

- Potential for harm. Anonymity and fake accounts give people freedom to be offensive and engage in harmful behaviors online.
- Maintenance. Requires careful curation of posts because customers view your content. misunderstandings easily.

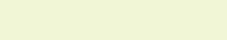
## Media Capabilities



### Interactivity



### Richness



### Rehearsability



### Reprocessability



### Scope



### Parallelism

