



Communication channels

People use lots of channels to communicate with each other. Different **channels** allow people to use different **ways** of understanding and expressing themselves. Some channels let people use lots of ways of communicating. Other channels only let people use very few ways of communicating. People need special equipment, and skills and money to use some channels. Offering a choice of channels helps to include more people.

To be communication inclusive organisations should –

- Offer the widest possible range of channels for two-way communication with customers.
- Provide the same range of channel choice all the way through a service - from first contact to last.
- Give clients the option to change channels whenever they want in a communication journey.

Channel choices

There are four basic communication channels.

1. In person – face to face or remote
2. Online
3. On the phone – land line or mobile phone
4. On paper, in print

Find out below what ways of communicating each channels lets people use. And the equipment people need to use each channel.



1. In person

Face to face in the same place

This channel allows people to use most ways of understanding and expressing themselves. It is the best way to include most people. In face-to-face communication people can use writing, speech, signing, photographs, communication aids, video, drawings, symbols, objects, eye contact, facial expression, gesture, touch, body movement, natural sounds, and the place they are in.

People can use this channel in their own home. If the communication is not at home the person needs to

- know the address,
- know how to get there,
- be able to get there and
- be able to get into the building and room



Remote in different places for example, MS

Teams or Zoom

This channel allows people to use writing, speech, signing, photographs, video, symbols, objects, facial expression, gesture, and natural sounds.

To use this channel people must

- have and know how to use a computer or smart phone
- any required “apps” and software
- have a connection, bandwidth, an internet contract and / or credit



2. **Online**

This channel allows people to use writing (email, webchat), photographs, video, drawings and symbols.

To use this channel people must

- have and know how to use a computer or a smart phone.
- have access to any required “apps” and software
- have a connection, bandwidth a contract and / or credit.



3. **On the phone**

Mobile phone

A smart phone allows people to use speech, writing (text, Text Relay UK, WhatsApp), signing with support from BSL Contact Scotland, photographs (Instagram), video (WhatsApp), symbols (emoticons, icons, GIF), eye contact, facial expression, natural sounds, and the place they are in.

Mobile phones without internet connection allow people to use speech, writing (text, Text Relay UK), signing with support from BSL Contact Scotland, photographs, symbols (emoticons) and natural sounds.

To use this channel people must

- have and know how to use a mobile phone
- any required “apps” and software
- have a connection, a contract and / or credit.



Land line phone

This channel only let's people use speech.

To use this channel people must

- have and know how to use a landline phone.
- have a connection, a contract or money to put in a public phone.



4. On paper

This channel allows people to use writing, photographs, symbols and drawings.

To receive letters people must have an address.

To send letters people need paper, a pen, a pre-paid envelope or money to pay for a stamp.

To pick up a leaflet it must be where people can see and reach it.

To read a poster people must be able to see it and get close enough to read it.

Contact Communication Inclusion People on the channel you find easiest



0771 2525329



Contact us via an online
Sign Language Interpreter
contactSCOTLAND-BSL



Relay UK



info@communicationinclusionpeople.com



www.communicationinclusionpeople.com



33 Esplanade Terrace EH15 2ES