

# COMMUNICATION TOOLS SPECTRUM

5	4	3	2	1	COMMUNICATION TOOL	PLATFORM SUGGESTIONS	BEST PRACTICES	WORST PRACTICES	NOTES & ETIQUETTE
					<b>CHAT APP</b>	Skype Google Chat Slack DM	Real-time communication Quick question, request, clarification 1:1 connecting	Conversations that need to be shared or referenced later Complex topics like scoping conversations or process discussions Requests that are not urgent Large groups	Keep in mind that chat apps are interrupters. Ask if someone is available to chat prior to chatting.
					<b>EMAIL</b>		Requests for action Task-related questions & requests Project communication & updates, status reports Time-sensitive company announcements	Problem-solving or nuanced conversations Process-related discussions Individual feedback. Feedback is too easily misinterpreted in an email. These discussions should happen in person.	As a rule of thumb, three emails equals a phone call. If you are bouncing back and forth 3 times, pick up the phone (or chat app).
					<b>ASYNC TOOL</b>	Convo Slack Microsoft Teams	Open communication & sharing Research & knowledge share Requests for knowledge share Collaboration for solving problems Company-wide, but not critically important, updates — out of office, new sale closed, etc.	Time-sensitive communication	For tools with multiple channels, be sure to use the appropriate one.
					<b>PORTAL</b>	Wiki Google Drive Box	Knowledge share Methodology Process & Intellectual Property Company handbook HR process, procedures, documents	Time-sensitive communication Frequently updated information	
					<b>FACE-TO-FACE</b>	Virtual (Zoom, Google Meet) Physical	Topics that are nuanced or require collaboration Brainstorms Project approach & diagnosis Deliverable review & critique Process-related discussions Company-wide announcements	This meeting could have been an email	
LONG-LASTING URGENT TARGETED COMMS	PERMANENCE	URGENCY	AUDIENCE SIZE	TEMPORARY IT CAN WAIT GENERAL COMMS					