

Firstly what are communication channels?

Every meaningful team effort and collaboration depends on effective communication. An organization's movement is maintained by communication. **Writing, speaking, nonverbal communication** (which can make some channels more effective than others), and **visual** communication are just a few of the ways humans might communicate.

Whatever method of communication we use, the information must be effectively delivered. "Communication channels" according to Stephens (2007) are any of several modalities or media used to send and receive information. Digital technology in the workplace presently offers a variety of online communication channels that can link workers from across the globe.

Stephens, K.K., 2007. The successive use of information and communication technologies at work. *Communication theory*, 17(4), pp.486-507.

What are communication channels used for?

Any of the two people involved in communication must have a direct line of communication. As the number of stakeholders in a team grows, so does the number of channels. Communication can become very complicated due to the large number of channels available. However, communication channels aid in the flow of information throughout an organization. Regularly shared information within a company may include • company-wide policies and events; • employee benefits information; • managerial communications; • customer orders and requests; and • team brainstorming.

There are several different types of communication channels exist as listed below:

In-person (face-to-face discussions)

(Walther, J.B., et al 2005) One of the most efficient forms of communication at work is face-to-face interaction. Speaking with someone face-to-face gives you the chance to use both verbal and nonverbal cues, which can enhance the effectiveness of your talks.

Speaking to someone in person also makes it simpler to transmit the conversation's tone. Written or digital communication can occasionally lack tone and intent, which can result in misunderstandings and possible confusion. When you communicate in person, your body language and voice tonality can make your words more understandable.

In-person communication is an effective type of communication because it allows for the sharing of sensitive information or information that can be unclear.

Walther, J.B., Loh, T. and Granka, L., 2005. Let me count the ways: The interchange of verbal and nonverbal cues in computer-mediated and face-to-face affinity. *Journal of language and social psychology*, 24(1), pp.36-65.

Emails

are useful for quick conversations, sending or receiving attachments, and contacting larger groups of people. A short email can convey information quickly and easily, while a longer email can cover a more complex subject with attachments. Employees can share documents with an entire team or department using email, which allows for multiple recipients. Email is an excellent method for sending formal documents to employees at the start of a new project.

Making phone calls

phone conversations can clear up uncertainty or spread fresh information, while conference calls enable numerous participants to join a conversation. Even while phone calls lack the nonverbal indicators of in-person chats or videoconferencing, they can still be a useful route for employees and customers to communicate. Phone calls are excellent for quick one-on-one discussions or communication that must be done quickly.

Videoconference

Videoconferencing platforms enable communication that includes both verbal and nonverbal cues, similar to an in-person conversation, allowing for a more personal interaction than an email or phone call. Videoconferencing platforms frequently include additional tools such as cloud storage, file sharing, and call recording, allowing you to review calls for quality and training. Videoconferencing is an excellent way to communicate with team members who live in different parts of the country or the world, as well as team members who work from home.

Documents

Formal business documents are another popular means of communication for employees, managers, and executives. These are some examples:

- Policy documents for the company and human resources
- Forms for claiming benefits
- Legal principles

This channel of communication is frequently used to send new hires benefit information and employee handbooks.

Platforms for instant messaging

Teams can communicate instantly and directly with one another using instant messaging platforms and boards. This type of platform can help improve overall communication among team members and keep everyone involved in the project up to date.

Instant messaging platforms are ideal for quickly disseminating timely information to a large group of people at the same time.

Social networking sites

Social media platforms are a popular way for businesses to stay in touch with customers, communicate about new products and promotions, and raise overall brand awareness.

Companies can use social media to create their pages, gain followers, and reach more people at once than a phone call, video conference, or email chain.

Social media platforms can be a great place to attract new customers, share employee photos, and commemorate company milestones.

Formal channels

It is a formal method of communication. Normally, a chain of command is followed. This means that information is passed from a manager to his subordinates, who then pass it on to the next level of staff. Company newsletters, business plans, instructions, and annual reports are some examples.

Unofficial channels

official mode of communication with lax norms However, they take place within the confines of the official framework. Conversations on the work floor addressing questions from team members, lunchtime conversations, such as someone seeking quick information, and so on are examples.

Unofficial channels are a method of communicating outside of the workplace on non-work-related topics. Unofficial channels of communication include general social, sports, political, and personal communication. Rumors and gossip can frequently provide important information that would otherwise be unavailable.

Why are channels of communication important in the workplace?

Clear communication channels can add value to the workplace in the following ways. They can:

Deliver communication in an instant or on time.

Ensure that each team member receives the same information.

Increased productivity as employees understand what is expected of them

Encourage group debate and feedback.

Allow employees to express their concerns or questions.

Encourage more team interaction.

Employee relationships should be strengthened.

If Tom should follow these methods, his communication with his team should be greatly improved.

