

Messaging Apps: Broadcast Channels

Broadcast-only channels are for sharing key information to your group and supporters, to mobilise people to attend actions, events and training.

This page offers guidance in setting up, running, and creating messages for a broadcast channel

Setting up a broadcast channel

- Consider setting up a broadcast channel only if there's a strong need for it. Does your team have the capacity to moderate the space and a process in place to generate content for the channel?
- Be aware of the channel's place in the wider movement and the issue of comms overload. Less is more. Encourage your group to follow the Rebellion Broadcast and the Movement Broadcast (for key XRUK info) to help reduce communication overwhelm.
- Set up a "Request Channel", for people to request messages to be sent out on the broadcast. This can be via a dedicated email address, DM-ing the Broadcast coordinator, or having an open channel (typically on the same platform as the broadcast) where people can put their requests. The system needs to be communicated to your group so it's clear how to use it.
- Manage expectations by giving criteria for what will get broadcast.
- Assign a coordinator to process messages.
- If multiple people are involved in running the channel, set up a private chat for the editing team, where you can draft, review and approve messages before they go out.
- If you are using Telegram, consider [syncing it to Mattermost via a bridge](#) to serve both platforms.

Using a broadcast channel

- Limit the number of messages and have a balance of content. Plan a flow of broadcast comms that is mindful and doesn't overwhelm the chat - stagger them over a period of time in the run up to an event.
- Work in conjunction with XRUK's Broadcast team, to ensure that the schedule and content works with the UK broadcast channels.
- Have a broadcast communication plan and build up to events as part of a wider strategy.
- Leave time for your message to land (usually 2 weeks, 1 week minimum to promote an event). Last minute calls-to-action do not necessarily reach everybody and can be

counterproductive.

- Don't share messages elsewhere before they've gone out on your main broadcast channel. It reduces the likelihood of mistakes being shared and it can be confusing for people to receive different versions of the same info.
 - Top tip: if you're using Telegram, you can share the link to a Telegram message. Right-click on the post and click 'Copy Link', then post this link in your chat. This can help steer folks back to the your main broadcast channel.
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