

# A Comprehensive (But Incomplete) Checklist of Content Distribution Channels

## Owned External Channels

- Website
  - Article/Infographic
  - Video
  - Audio/Podcast
- Splash Page
- Banner Ad
- Pop-Up
- Other Ad Placements
- Email Newsletter
- Mobile App Push Notifications
- Text Messages
- Social Media
  - Facebook
    - Profile
      - Main Feed
      - Cover/Avatar
    - Messenger
    - Events
    - Groups
    - Promoted Posts
  - Instagram
    - Profile
      - Main Feed
      - Avatar
      - Bio
    - Stories
    - IGTV
    - Promoted Posts
  - Twitter
    - Profile
      - Main Feed
      - Cover/Avatar
    - Stories
    - Promoted Posts
  - YouTube
    - Profile
      - Main Feed
      - Cover/Avatar
    - Pre-Roll
    - Bumpers
    - Promoted Ads
  - Pinterest

## Owned Internal Channels

- Executive Team Updates
- Staff Updates
- Email Notifications
- Internal Systems (like Slack)
- Printed Deliverables (like Flyers)
- Marquees & Monitors
- Intranet/Digital Network
- Event Programs
- Event-Specific Media Deliverables (like Game Notes)

## Earned/Paid Media

- Traditional
  - Press Releases
  - Television
  - Radio
  - Newspapers
    - National
    - Regional
    - Local to Organization
    - Local to Subject
  - Magazines
    - Mainstream
    - Subject-Related
    - Industry-Related
- Alternative & Digital Media
  - Homepage Takeover
  - Search Engine Marketing
  - Alternative Newspapers
  - Subject-Related Periodicals
  - Subject-Related Corporate Communications
  - Digital Sites/Publications
  - Podcasts
    - Subject-Related Podcasts
    - Industry Podcasts
  - Blogs & Vlogs
    - Subject-Related Blogs
    - Industry Blogs
  - Social Media Influencers (Organic & Paid)
  - Third-Party Email Marketing (such as D1.ticker)

## Other

- Awards Programs
- Advocates/Partner Channels
- Discussion Forums
- Content Marketing Sites (such as Medium and Adobe Spark)

## Add Your Own

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