Crafting Messages for Electronic Media
Crafting Messages for Electronic Media

1. Media Selection for Short Messages
2. Content Creation for Social Media
3. Creating Effective E-mails
4. Using IM Effectively
5. Blogging for Business
6. Podcasts for Business
7. Email Exercise
Media for Brief Messages

- Social Networks & user generated sites
- E-mail Messages
- Instant Messages
- Text Messaging
Media for Brief Messages

- Blogs
- Podcast
- Online Video
- ?
Use Printed Messages

- Make a Formal Impression
- Accompany Physical Materials
- Stand Out From E-Messages
- Follow Legal Requirements
Content Creation for Social Media

It’s conversation, not lecture

Get involved and stay involved

Informal but not careless

Concise, specific, informative headline

Be transparent and honest

Promote indirectly
# Workplace Considerations

<table>
<thead>
<tr>
<th>Legal Issues</th>
</tr>
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<tbody>
<tr>
<td>Confidential Information</td>
</tr>
<tr>
<td>Network Security</td>
</tr>
<tr>
<td>E-Mail Hygiene</td>
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</tbody>
</table>
Three-Step E-Mail Process

Planning

Writing

Completing
Planning E-Mail Messages

Practice E-mail Etiquette

- Send Necessary Messages
- Respect the Chain of Command
- Avoid Unnecessary Copies
E-Mail in the Workplace

- Observe Writing Rules
- Aim for High Quality
- Enhance Your Career
- Avoid Legal Problems
Writing E-Mail Messages

Effective Subject Lines

Appropriate Content
Completing E-Mail Messages

- Revision
- Production
  - Proofreading
  - Personalization
  - Distribution
Figure 7.1

To: Lawrence Williams <lawrence.williams@hegelassoc.com>

CC: Elaine Burgman <elaine.burgman@hegelassoc.com>

Subject: re: Shipping the Vancouver Presentation Handouts

At 1/20/2016 11:05 AM, you wrote:

<<Please let me know right away how you want me to send these Handouts to you.>>

Hi Larry,

Your suspicion is correct; sending the handouts overnight is much too expensive. Let’s use FedEx Office to print the handouts locally instead. Just upload the file to the FedEx website and specify a branch office. The office will then print and assemble the handouts for us. Even better, they have a location right in the convention center.

Here is all you need to do:

1. Click on www.fedex.com/ca/officeprint/main, then click on “Print to a FedEx Office.”
2. Select “Basic Orders,” upload the file, then select the appropriate printing options.
3. In the “Recipients & Quantity” screen, select “FedEx Office store locator,” then enter V52 2TI in the postal code search. You’ll see several dozen locations in Vancouver; please be sure to select “Vancouver Trade and Convention Centre” and enter my name in the “Recipient” field.
4. Verify the order and enter payment information (use the department credit card).

Thanks for all your help!

Elaine

Elaine Burgman
Regional Director
Hegel Associates
www.hegelassoc.com
office: 778-809-2323
mobile: 778-412-1001

She opens with an informal salutation appropriate for communication between colleagues.

By itemizing the steps she wants Williams to follow, she makes it easy for him to respond and helps ensure that the work will be done correctly.

Her email signature includes alternative contact information, making it easy for the recipient to reach her.

She includes the URL of the website she wants Williams to visit, so all he needs to do is click on the link.

The warm complimentary close expresses her appreciation for his efforts.
<table>
<thead>
<tr>
<th>TIP</th>
<th>WHY IT'S IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>When you request information or action, make it clear what you’re asking for, why it’s important, and how soon you need it; don’t make your reader write back for details.</td>
<td>People will be tempted to ignore your messages if they’re not clear about what you want or how soon you want it.</td>
</tr>
<tr>
<td>When responding to a request, either paraphrase the request or include enough of the original message to remind the reader what you’re replying to.</td>
<td>Some businesspeople get hundreds of e-mail messages a day and may need reminding what your specific response is about.</td>
</tr>
<tr>
<td>If possible, avoid sending long, complex messages via e-mail.</td>
<td>Long messages are easier to read as printed reports or web content.</td>
</tr>
<tr>
<td>Adjust the level of formality to the message and the audience.</td>
<td>Overly formal messages to colleagues are perceived as stuffy and distant; overly informal messages to customers or top executives are perceived as disrespectful.</td>
</tr>
<tr>
<td>Activate a signature file, which automatically pastes your contact information into every message you create.</td>
<td>Saves you the trouble of retyping vital information and ensures that recipients know how to reach you through other means.</td>
</tr>
<tr>
<td>Don’t let unread messages pile up in your in-basket.</td>
<td>You’ll miss important information and create the impression that you’re ignoring other people.</td>
</tr>
<tr>
<td>Never type in all caps.</td>
<td>ALL CAPS ARE INTERPRETED AS SCREAMING.</td>
</tr>
<tr>
<td>Don’t overformat your messages with background colors, colored type, unusual fonts, and so on.</td>
<td>Such messages can be difficult and annoying to read on screen.</td>
</tr>
<tr>
<td>Remember that messages can be forwarded anywhere and saved forever.</td>
<td>Don’t let a moment of anger or poor judgment haunt you for the rest of your career.</td>
</tr>
<tr>
<td>Use the “return receipt requested” feature only for the most critical messages.</td>
<td>This feature triggers a message back to you whenever someone receives or opens your message; many consider this an invasion of privacy.</td>
</tr>
<tr>
<td>Make sure your computer has up-to-date virus protection.</td>
<td>One of the worst breaches of “netiquette” is unknowingly infecting other computers because you haven’t bothered to protect your own system.</td>
</tr>
<tr>
<td>Pay attention to grammar, spelling, and capitalization.</td>
<td>Some people don’t think e-mail needs formal rules, but careless messages make you look unprofessional and can annoy readers.</td>
</tr>
<tr>
<td>Use acronyms sparingly.</td>
<td>Shorthand such as IMHO (in my humble opinion) and LOL (laughing out loud) can be useful in informal correspondence with colleagues, but don’t use them in other messages.</td>
</tr>
</tbody>
</table>
**CHECKLIST: Creating Effective E-Mail Messages**

A. Treat e-mail as a professional communication medium.
   - Remember that it is more formal than personal e-mail.
   - Recognize that e-mail messages carry the same legal weight as other business documents.
   - Follow company e-mail policy; understand the restrictions that your company places on e-mail usage.
   - Practice good e-mail hygiene by not opening suspicious messages, keeping virus protection up to date, and following other guidelines.

B. Adapt the three-step process for effective e-mail.
   - Make sure every e-mail you send is necessary.
   - Don’t cc or bcc anyone who doesn’t really need to see the message.

- As a manager, make sure you understand the productivity implications of your messages.
- Follow the chain of command.
- Pay attention to the quality of your writing and use correct grammar, spelling, and punctuation.
- Make your subject lines informative by clearly identifying the purpose of your message.
- Make your subject lines compelling by wording them in a way that intrigues your audiences.
- Update the subject line if you reply to the same message back and forth multiple times.
- Keep your emotions under control.
- Don’t mark messages as “urgent” unless they truly are urgent.
## Instant and Text Messaging

<table>
<thead>
<tr>
<th>Computer-Based Technology</th>
<th>Telephone-Based Technology</th>
</tr>
</thead>
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<tr>
<td>• Routine Communication</td>
<td>• Person-to-Person Contact</td>
</tr>
<tr>
<td>• Online Meeting Exchanges</td>
<td>• Marketing Messages</td>
</tr>
<tr>
<td>• Internal Communication</td>
<td>• Entertainment Uses</td>
</tr>
</tbody>
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- **Routine Communication**
- **Online Meeting Exchanges**
- **Internal Communication**
- **Person-to-Person Contact**
- **Marketing Messages**
- **Entertainment Uses**
Business IM Benefits

- Rapid Response
- Reduced Costs
- Conversation Aspects
- Wide Availability
Business IM Concerns

Technical Issues

- Security and Privacy
- User Identification
- Message Logging
- Incompatible Systems
<table>
<thead>
<tr>
<th>Planning</th>
<th>Writing</th>
<th>Completing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conversational Tone</td>
<td>Acronyms</td>
<td>Revise</td>
</tr>
<tr>
<td>Overall Exchange</td>
<td>Etiquette</td>
<td>Proofread</td>
</tr>
<tr>
<td>Coherence</td>
<td>Professionalism</td>
<td>Transmit</td>
</tr>
</tbody>
</table>
Effective Workplace IM

- Schedule Usage
- Protect Confidentiality
- Avoid Personal Messages

- Limit Impromptu Meetings
- Send Simple Messages
- Avoid Multiple Conversations
- Maintain “SPIM” Filters

SPIM - unsolicited commercial messages, similar to email spam
7.2 IM for Business Communication

Communicates in a style that is concise and conversational but still professional.

System provides position and contact information and a photo of the person on the other end, which helps to personalize this purely electronic communication.

Even in a fast, informal medium such as IM, she quickly reviews her message before sending it each time.

System provides simple formatting tools and a spell checker.

Pascal Gauthier - Hi Marcy, do you have a second?

Marcy Delong - You bet. What’s up?

Pascal Gauthier - I have a favour to ask, and I’m afraid I’m on a tight deadline. We need to cut the Qualcomm bid by 5%. Can we reduce the consulting time by 80 or 100 hrs?

Marcy Delong - That’s a big chunk! I’m not sure we can cut that much, but I’ll give it a try.

Pascal Gauthier - I really appreciate it. Any chance you can get to it by noon my time?

Marcy Delong - No problem. I’ll send you a revised bid sheet in an hour. Wish me luck....
Blog

A blog (a truncation of the expression weblog) is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first).
Effective Business Blogs

- Personal Style & Voice
- Quick Up-Dates
- Interesting Topics
- Participation & Comments

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## Using Blogs in Business

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Management</td>
<td>Employee Recruiting</td>
</tr>
<tr>
<td>Company News</td>
<td>Policies &amp; Discussions</td>
</tr>
<tr>
<td>Customer Support</td>
<td>Crisis Communication</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Market Research</td>
</tr>
<tr>
<td>Media Relations</td>
<td>Brainstorming</td>
</tr>
<tr>
<td>E-mail Replacement</td>
<td>Viral Marketing</td>
</tr>
<tr>
<td>News Syndication</td>
<td>Community Building</td>
</tr>
</tbody>
</table>
## Three-Step Blog Process

<table>
<thead>
<tr>
<th>Planning</th>
<th>Writing</th>
<th>Completing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Content</td>
<td>Evaluate</td>
</tr>
<tr>
<td>Purpose</td>
<td>Style</td>
<td>Proofread</td>
</tr>
<tr>
<td>Scope</td>
<td>Information</td>
<td>Post</td>
</tr>
</tbody>
</table>
Blogging Checklist

Blogging for Business

- Consider creating a blog or microblog account whenever you have a continuing stream of information to share with an online audience.
- Identify an audience that is broad enough to justify the effort but narrow enough to have common interests.
- Identify a purpose that is comprehensive enough to provide ideas for a continuing stream of posts.
- Consider the scope of your blog carefully; make it broad enough to attract an audience but narrow enough to keep you focused.

- Communicate with a personal style and an authentic voice but don’t write carelessly.
- Deliver new information quickly.
- Choose topics of peak interest to your audience.
- Encourage audiences to join the conversation.
- Consider using Twitter or other microblog updates to alert readers to new posts on your regular blog.
A **podcast** is a form of digital media that consists of an episodic series of audio, video, digital radio, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. The word is a portmanteau of "(i)Pod" and "broadcast."
Using Podcasts in Business

Audio-Video
Training Sessions
Product Brochures
Virtual Tours
# Three-Step Podcast Process

<table>
<thead>
<tr>
<th>Planning</th>
<th>Writing</th>
<th>Completing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Situation</td>
<td>Previews/Reviews</td>
<td>Revise</td>
</tr>
<tr>
<td>Information</td>
<td>Transitions</td>
<td>Rehearse</td>
</tr>
<tr>
<td>Organization</td>
<td>Scripts/Outlines</td>
<td>Record</td>
</tr>
</tbody>
</table>

- Situation
- Information
- Organization
- Previews/Reviews
- Transitions
- Scripts/Outlines
- Revise
- Rehearse
- Record
## The Podcasting System

<table>
<thead>
<tr>
<th>Basic Options</th>
<th>Advanced Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC Microphone</td>
<td>Audio Processor</td>
</tr>
<tr>
<td>PC Sound Card</td>
<td>Mixer &amp; Microphone</td>
</tr>
<tr>
<td>PC Software</td>
<td>Advanced Software</td>
</tr>
</tbody>
</table>
Podcasting Process

1. Install recording software
2. Connect and verify microphone
3. Click the Record button and start talking
4. Review your file and edit if needed
5. Convert file to MP3 format and save
6. Create and validate your feed
7. Upload your file and let RSS* alert your subscribers

*RSS (Rich Site Summary)
Distributing Blog and Podcast Content

Syndication  Aggregators  Podcatchers
Connecting with Audiences

Feed Capabilities
Directories
Tagging
Blogrolls
Trackbacks
For the first time in history (aside from special situations such as major wars), more than half—51 percent—of all U.S. adult women now live without a spouse. (In other words, they live alone, with roommates, or as part of an unmarried couple.) Twenty-five percent have never married, and 26 percent are divorced, widowed, or married but living apart from their spouses.
In the 1950s and into the 1960s, only 40 percent of women lived without a spouse, but every decade since, the percentage has increased. In your work as a consumer trend specialist for Seymour Powell (www.seymourpowell.com), a product design firm based in London that specializes in the home, personal, leisure, and transportation sectors, it’s your business to recognize and respond to demographic shifts such as this.
Media Skills: Email Collaboration: Team Projects

Your task: With a small team of classmates, brainstorm possible product opportunities that respond to this trend. In an email message to be sent to the management team at Seymour Powell, list your ideas for new or modified products that might sell well in a society in which more than half of all adult women live without a spouse. For each idea, provide a one-sentence explanation of why you think the product has potential.