

# **Crafting Messages for Electronic Media**

# Media for Brief Messages



**E-Mail Messages**

**Instant Messages**

**Text Messaging**

# Media for Brief Messages



**Blogging**

**Podcasting**

**Wikis**

# E-Media vs. Print Media

## Social Media

Customer Involvement

Internal Communication

“Value Networks”

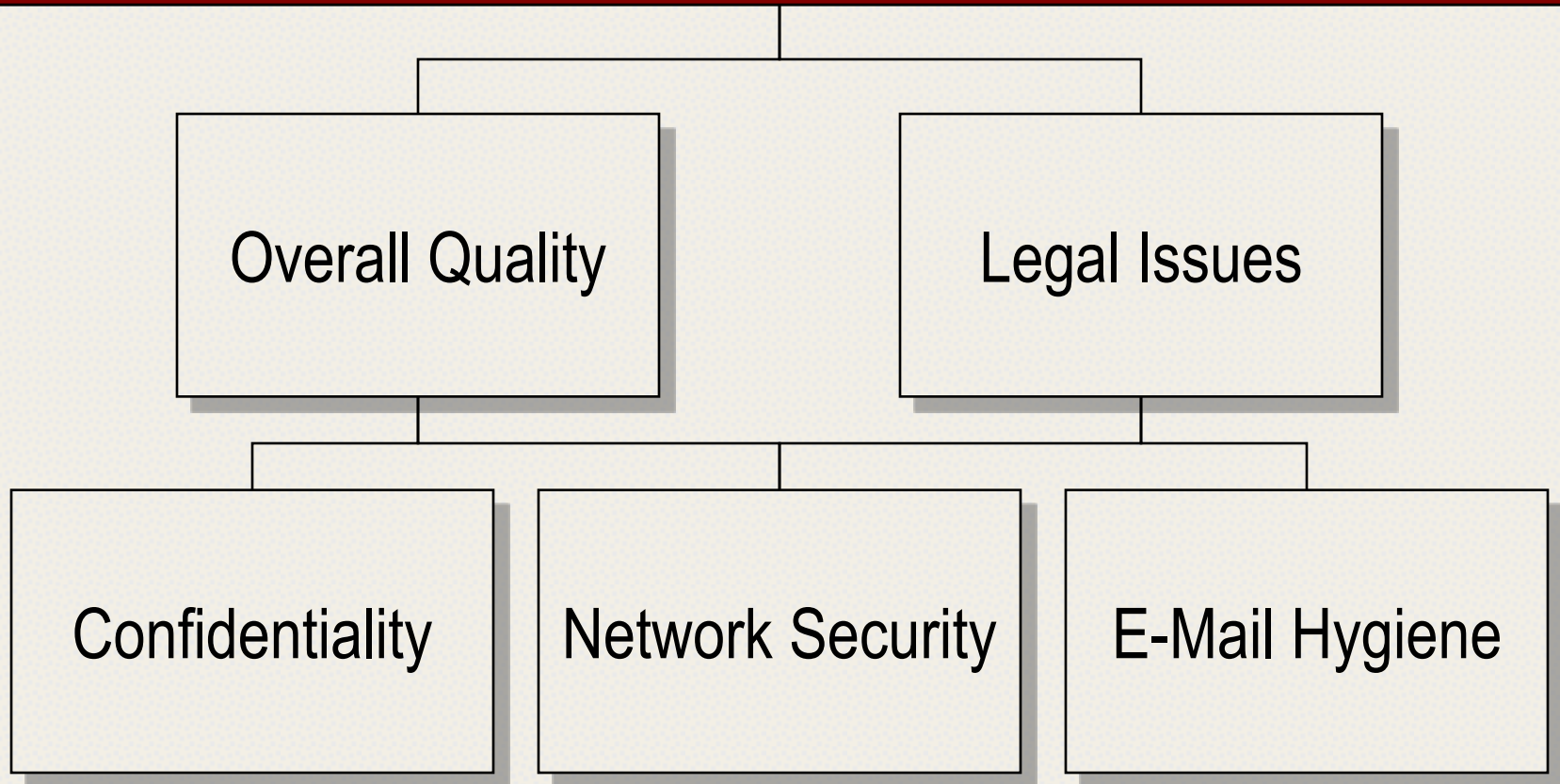
## Memos and Letters

A Formal Impression

Legal Requirements

Traditional Format

# E-Mail in the Workplace



# Three-Step E-Mail Process



**Planning**

**Writing**

**Completing**

# Planning Business E-Mail

## Practice E-mail Etiquette

```
graph TD; A[Practice E-mail Etiquette] --> B[Control Usage]; A --> C[Limit Multiple Copies]; A --> D[Respect Chain of Command];
```

**Control Usage**

**Limit Multiple  
Copies**

**Respect Chain  
of Command**

# Writing E-Mail Messages



**Effective  
Subject Lines**

**Appropriate  
Content**



# Completing E-Mail Messages



**Revision**

**Proofreading**

**Simplicity**

**Personalization**

**Distribution**

# Instant and Text Messaging

## Computer-Based Technology

Routine Communication

Online Meeting Exchanges

Internal Communication

## Telephone-Based Technology

Person-to-Person Contact

Marketing Messages

Entertainment Uses

# **Business IM Benefits**

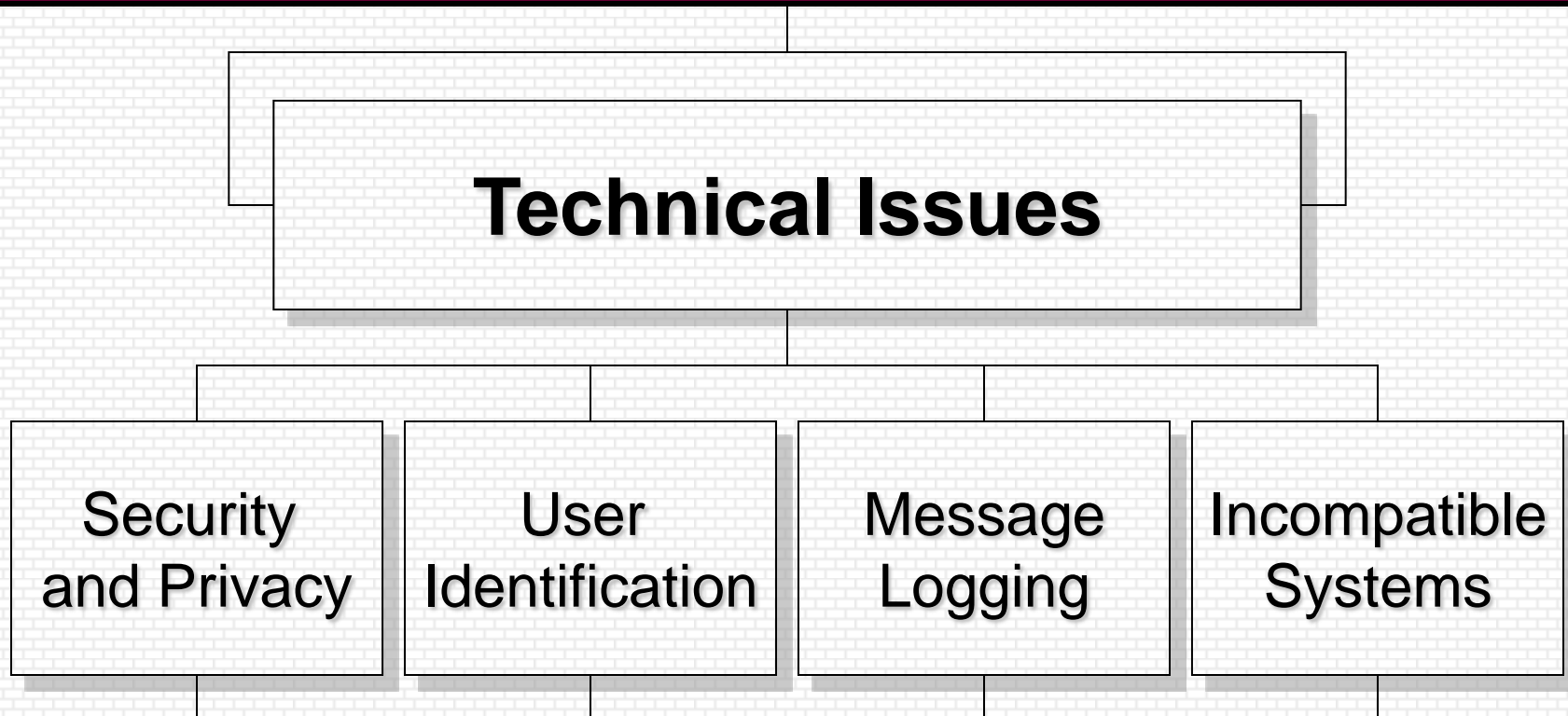
**Rapid Response**

**Reduced Costs**

**Conversational**

**Wide Availability**

# Business IM Concerns



# Three-Step IM Process



**Planning**

**Writing**

**Completing**

# Effective Workplace IM

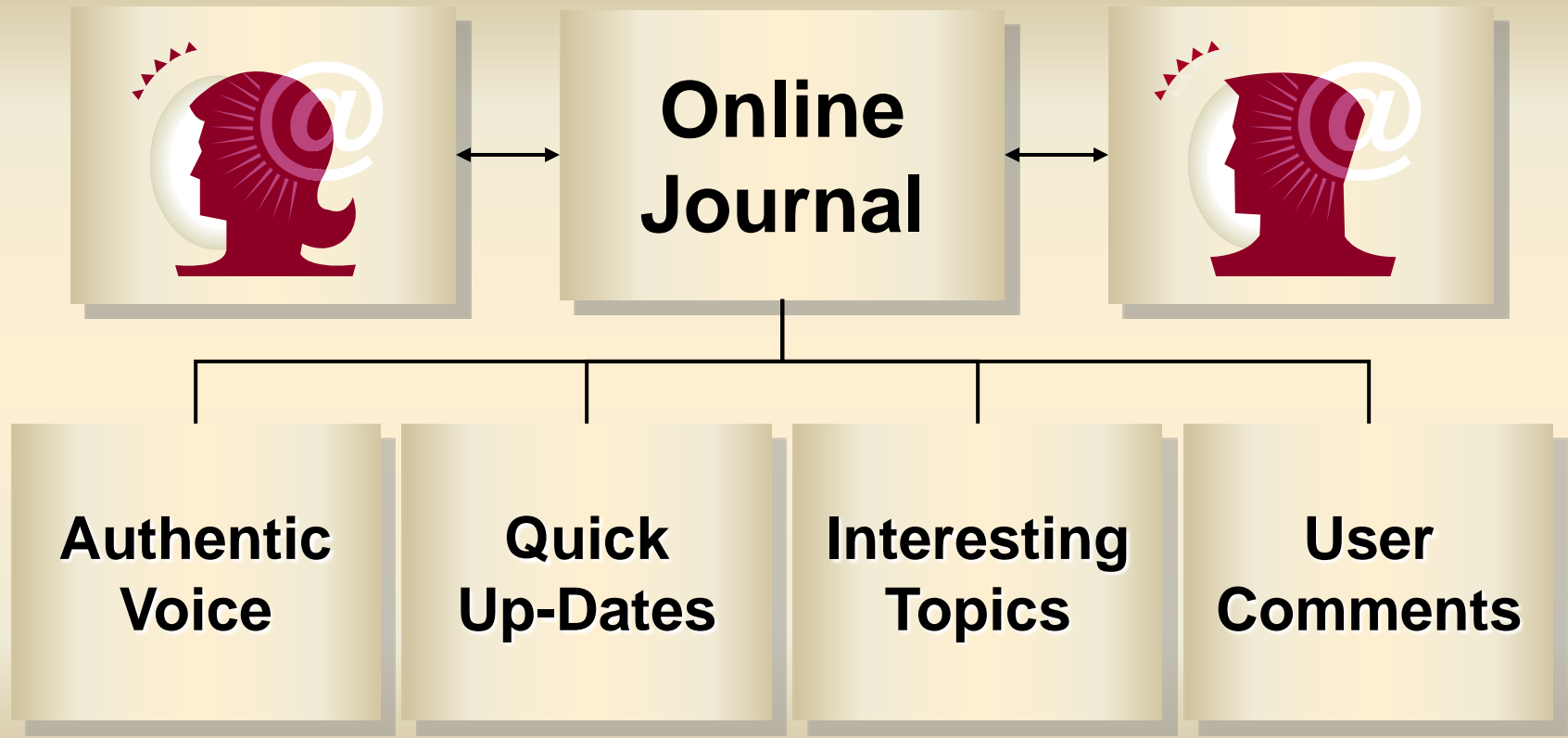
## Things to Avoid

- ✓ Wasting time
- ✓ Personal messages
- ✓ Complex messages
- ✓ Multiple conversations

## Things to Do

- ✓ Purposeful messages
- ✓ Scheduled messages
- ✓ Confidential messages
- ✓ “Spim” protection

# Effective Business Blogs



# Using Blogs in Business

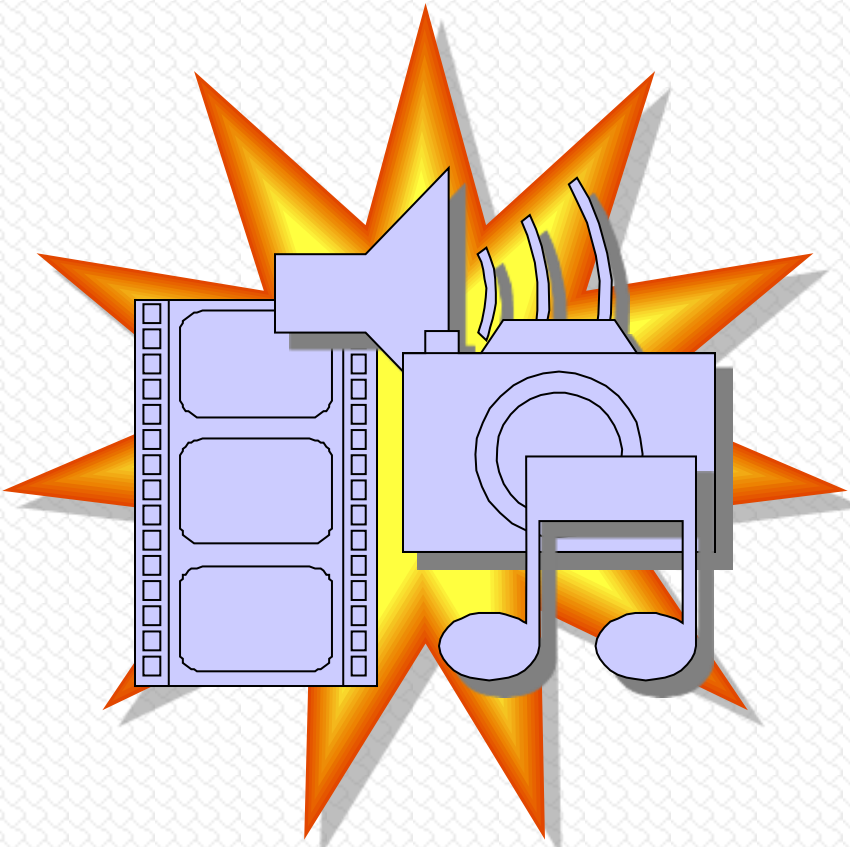
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|--|--|
| <ul style="list-style-type: none"><li>•Project Management</li><li>•E-Mail Replacement</li><li>•Company News</li><li>•Customer Support</li><li>•Public Relations</li><li>•Employee Engagement</li></ul> | <ul style="list-style-type: none"><li>•Employee Recruiting</li><li>•Policies and Issues</li><li>•Crisis Communication</li><li>•Market Research</li><li>•Brainstorming</li><li>•Viral Marketing</li></ul> |
|--|--|



# Three-Step Blog Process

Planning	Writing	Completing
Audience	Content	Evaluate
Purpose	Style	Proofread
Scope	Information	Post

# Using Podcasts in Business



Audio-Video

Training Sessions

Product Brochures

Virtual Tours

# Three-Step Podcast Process

**Planning**

**Writing**

**Completing**



# The Podcasting System

## Basic Options

PC Microphone

PC Sound Card

PC Software

## Advanced Options

Audio Processor

Mixer & Microphone

Advanced Software

# **Collaborating on Wikis**

- **Forgo traditional expectations**
- **Edit and improve each other's work**
- **Use templates and formatting options**
- **Apply the appropriate tools**
- **Practice in the “sandbox”**

# Three-Step Wiki Process



**Creating a Wiki**

**Adding Content**

**Revising Content**