Learning Objective 1

Understand e-mail and the professional standards for its usage, structure, and format in the digital-era workplace.
Preparing Digital-Age E-Mail Messages and Memos

Electronic messages
- E-mail
- Instant messaging
- Text messaging
- Podcasts
- Wikis
- Blogs
- Social networking

Paper-based messages
- Business letters
- Interoffice memos
E-Mail Is Not Going Away

- Preferred channel for most business messages
- Medium costing businesspeople two hours or more each day
- Replacement for paper memos inside organizations
- Substitute for some letters to external audiences
Complaints About E-Mail

- Workplace e-mails are confusing and poorly written.
- Many business school graduates lack writing skills.
- Poor texting and social media habits affect e-mail skills.
- The number of daily e-mails is overwhelming.
Complaints About E-Mail

E-mail is blurring the line between work and leisure.

Messages are permanent and can be used in court.

A quarter of bosses have fired workers for violations.

Face-to-face and phone conversations are richer than e-mail.

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When E-Mail Is Appropriate

- Short, informal messages requesting information or responding to inquiries
- Effective for multiple recipients and messages that must be archived
- Cover document when sending longer attachments
Understand that e-mailing is business writing.

Check your e-mail at set times, twice or three times a day.

Let your coworkers know about your schedule for responding.

Apply the “two-minute rule.”
Replying Efficiently With Down-Editing

*Down-editing means inserting your responses to parts of the incoming message.*

Include only the parts of the incoming message to which you are responding.

Delete the sender’s message headers, signature, and all unnecessary parts.

Identify your response with your initials if more people will comment.

Use a different color for your down-edits.
Best Practices for Better E-Mail: Getting Started

Don’t write if another channel—such as IM, social media, or a phone call—might work better.

Send only content you would want published.

Write compelling subject lines, possibly with names and dates:

Jake: Can You Present at January 10 Staff Meeting?
Best Practices for Better E-Mail: Replying

Scan all e-mails, especially those from the same person. Answer within 24 hours or say when you will.

Change the subject line if the topic changes. Check the threaded messages below yours.

Practice down-editing; include only the parts from the incoming e-mail to which you are responding.

Start with the main idea. Use headings and lists.
Best Practices for Better E-Mail: Etiquette

- Obtain approval before forwarding.
- Soften the tone by including a friendly opening and closing.
- Resist humor and sarcasm. Both can be misunderstood.
- Avoid writing in all caps, which is like SHOUTING.
Best Practices for Better E-Mail: Closing

End with due dates, next steps to be taken, or a friendly remark.

Add your full contact information including social media addresses.

Edit your text for readability. Proofread for typos or unwanted auto-correction.

Double – check before hitting **Send**.
Top Ten E-Mail Mistakes That Can Derail Your Career

10. Responding when angry
9. Making address goofs
8. Forgetting a subject line or failing to change it to match the “thread”
7. Not personalizing your message (e.g., skipping the salutation)

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Top Ten E-Mail Mistakes That Can Derail Your Career

6. Including inappropriate content (e.g., off-color jokes and other statements you will later regret)

5. Forgetting to check for spelling and grammar

4. Thinking no one else will ever see your e-mail
Top Ten E-Mail Mistakes That Can Derail Your Career

3. Copying and forwarding recklessly
2. Completing the “To” line first (to avoid hitting send prematurely)
1. Expecting an instant response
When to Write Memos

A message is too long for e-mail.

A permanent record is required.

Formality is needed.

Employees may not have e-mail.
Similarities in Memos and E-Mails

- Memos:
  - Carry nonsensitive information that may be organized directly with the main idea first

- Emails:
  - Have guidewords calling for a subject line, dateline, and identification of the sender and receiver
  - Organized with headings, bulleted lists, and enumerated items whenever possible for readability
Learning Objective 2

Explain workplace instant messaging and texting as well as their liabilities and best practices.
Benefits of Instant Messaging and Texting

- Real-time communication with colleagues anywhere in the world is possible.
- Immediate sharing of information allows for quick decisions.
- Enterprise-grade IM applications instantly connect dispersed coworkers.
- Voice calls are substituted with quiet and discreet messaging.
Benefits of Instant Messaging and Texting

- Messaging avoids phone tag and eliminates the downtime associated with personal phone conversations.
- "Presence functionality" lets coworkers locate each other online.
- Productivity grows because users get answers quickly and can multitask.
Risks of Instant Messaging and Texting

Some organizations have banned instant and text messaging for these reasons:

- Distractions in addition to the telephone, e-mail, and the Web
- Potential for leaks of privileged information when free consumer-grade IM systems are used
- Legal liability from workers’ improper use of mobile devices on the job, for example when texting and driving
Risks of Instant Messaging and Texting

- Phishing schemes, viruses, malware, and spim (IM spam)
- Evidence in lawsuits, subject to discovery
- Laws mandating that broker-client messages be retained for three years
- Potentially overwhelming tracking and storing of messaging
- Inappropriate uses such as bullying and sexting
Best Practices for Instant Messaging and Texting

Follow your organization’s policies.

Don’t disclose sensitive information.

Steer clear from harassment and discriminatory content.

Forward or link to photos, videos, and art with caution.

Never say anything that could damage your reputation or that of your organization.
Best Practices for Instant Messaging and Texting

- Don’t text or IM while driving.
- Separate business contacts from family and friends.
- Avoid unnecessary chitchat.
- If personal messaging is allowed at work, keep it to a minimum.
Best Practices for Instant Messaging and Texting

- Make yourself unavailable when busy.
- Keep your presence status up-to-date.
- Don’t blast multiple messages if you don’t hear from coworkers immediately.
- Don’t use confusing jargon, slang, and abbreviations.
- Care about correctness. Proofread!
Text Messaging and Business Etiquette

- Timing
- Addressing
- Introducing
- Expressing
- Responding
Learning Objective 3

Identify professional applications of podcasts and wikis, and describe guidelines for their use.
Business Podcasts or Webcasts

- Elaborate to produce and require quality hardware
- Can be played on any number of devices
- Extend from short clips to large digital files
- May be recorded or live
- Can be streamed on a website or downloaded
How Businesses Use Podcasts or Webcasts

- Offer a friendly human face but require no human presence
- Broadcast repetitive that does not require interaction
- Replace costlier teleconferences
- Provide quality content and an authentic voice while considering money making second.
What is a Wiki?

Web-based tool employing easy-to-use collaborative software to allow multiple users collectively to create, access, and modify documents.

Advantages of Wikis

**Crowdsourcing:** tapping into the combined knowledge of a group or team to solve problems and complete assignments

Working on the same content jointly while eliminating version confusion
Four Main Business Uses of Wikis

- Keeping remote global team members informed and coordinated
- Creating a database of information for large audiences
- Facilitating feedback before and after meetings
- Providing a project management tool
Learning Objective 4

Describe how businesses use blogs to connect with internal and external audiences, and list best practices for professional blogging.
Why Businesses Use Blogs

To reach a far-flung, vast audience fast and inexpensively

To keep customers, employees, and the public informed

To invite spontaneous feedback and interact with consumers

To create virtual communities, build brands, and develop relationships

To address rumors and combat misinformation
How Businesses Use Blogs

Crowdsourcing: Organizations are soliciting customer ideas and other input.

Example: *Crowdsourcing promotions* that seek to connect with customers and to generate buzz that might go viral on the Internet.
How Businesses Use Blogs

**Viral Marketing:** Online messages spread rapidly, much like viruses pass from person to person. Content must resonate with lots of people who will share it.
Creating a Professional Blog

- Identify your audience.
- Choose a hosting site.
- Craft your message.
- Pick the right key words.
Creating a Professional Blog

- Work the blogroll.
- Monitor traffic.
- Blog often.
Eight Tips for Master Bloggers

- Craft a catchy but concise title.
- Ace the opening paragraph.
- Provide details in the body.
- Consider visuals.
Eight Tips for Master Bloggers

1. Learn from the best.
2. Respond to posts respectfully.
3. Edit and proofread.
4. Include call to action.
Learning Objective 5

Address business uses of social networking and the benefits of RSS feeds.
Social Networks by the Numbers

- 83 percent of millennials (Generation Y) regularly socialize and chat online.
- Social networks and blogs are top destinations and dominate Americans’ time spent online (23 percent), followed by online games (10 percent).
- The most avid Twitter users are 18-24 years old (31 percent), followed by the age group 25-34.
- Nearly 60 percent of Fortune 500 companies are on Facebook; 62 percent have corporate Twitter accounts.

(Sources: Nielsen Wire, 2011; Pew Internet, 2010 & 2012)
Big Companies Rule on Social Media

Facebook
1 billion+ users

LinkedIn
130 million members

Twitter
100 million active users

Google+
400 million users

Big Companies Rule on Facebook

Top three companies with the most fans on Facebook:

Coca-Cola  Disney  Starbucks
Creating proprietary networks:
Some corporations maintain their own internal networking sites for their employees.

Example:
McDonald’s and its StationM, a private networking site
Connecting far-flung workers: Dispersed employees and their skills can be matched up.

Example: SuperValu and its Yammer-based network connecting 11,000 executives and managers
Crowdsourcing consumers: Companies invite customer input at the product-design stage.

Example: Dell’s IdeaStorm site solicited over 17,000 new product ideas and improvements.
Risks of Social Networks for Businesses

- Incurring productivity losses
- Leaking trade secrets
- Attracting the wrath of huge Internet audiences
- Facing embarrassment over inappropriate employee posts

Guidelines for Safe Social Networking

Establish boundaries.

Distrust privacy settings.

Rein in your friends.

Beware “friendining.”

Expect the unexpected.
Mastering Information Overload With Really Simple Syndication (RSS)

Data file format capable of transmitting changing Web content

Custom-tailored feeds from hundreds of sources sent to receivers

Web-based feed reader (aggregator) allows business people to read many news sources in one convenient online location.

Increases traffic to syndicated websites because they can be indexed and tagged to make them easier to find.
Using Electronic Media Professionally

Dos

Learn your company’s media policies.

Separate work and personal data.

Avoid sending personal e-mail, IM messages, or texts from work.
Using Electronic Media Professionally

**Dos**

Be careful when blogging, tweeting, or posting on social networking sites.

Keep sensitive information private.

Stay away from pornography, sexually explicit jokes, or inappropriate screen savers.

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Don’t spread rumors, gossip, and negative defamatory comments.

Don’t download and spread cartoons, video clips, photos, and art.

Don’t open attachments sent by e-mail.

Don’t download free software and utilities to company machines.
Using Electronic Media Professionally

Don’ts

Don’t store your music and photos on a company machine (or server).

Don’t watch streaming videos.

Don’t share files and avoid file sharing services.
End