

# Crafting Messages for Electronic Media

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## Media for Brief Messages



**Memos and Letters**

**E-mail Messages**

**Instant Messages**

**Blogs and Podcasts**

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## E-Media vs. Print Media

**Social Media**

**Memos and Letters**

Enable Global Communication

Make A Formal Impression

Expedite Message Responses

Follow Legal Requirements

Promote Internet Distribution

Stand-Out From E-Messages

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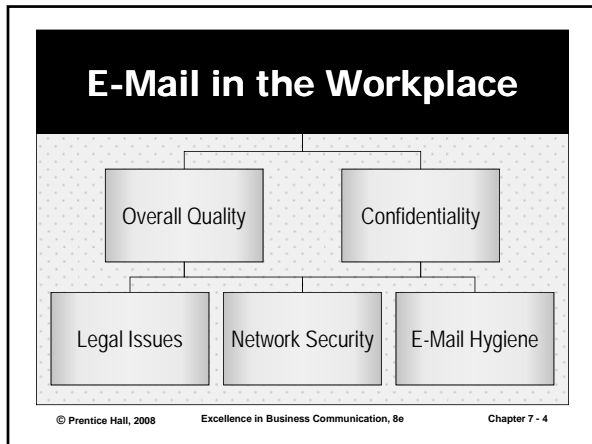
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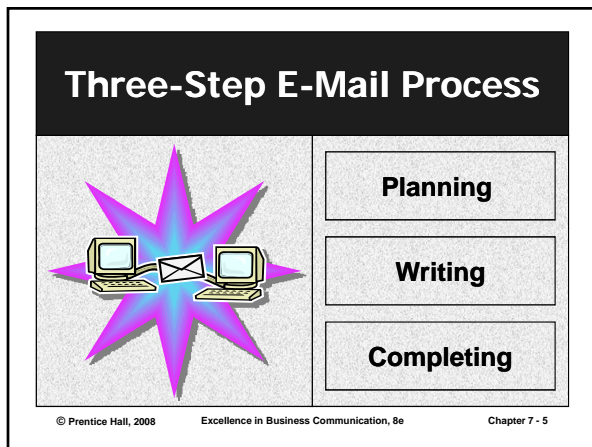
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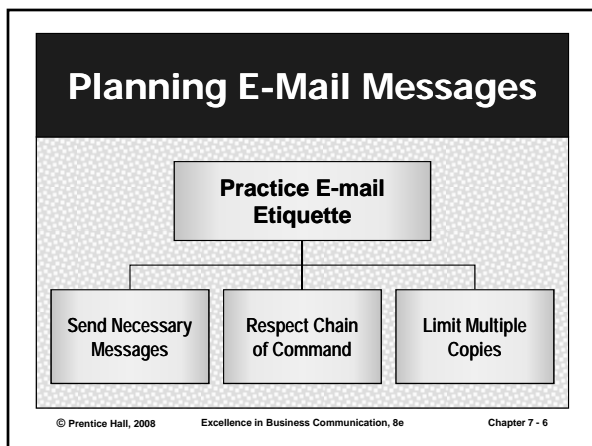
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## E-Mail in the Workplace



- ✓ Observe Writing Rules
- ✓ Aim for High Quality
- ✓ Enhance Your Career
- ✓ Avoid Legal Problems

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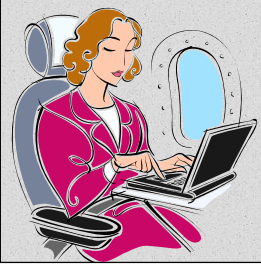
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## Writing E-Mail Messages



**Effective Subject Lines**

**Appropriate Content**

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## Completing E-Mail Messages

- Revision
- Production
- Proofreading
- Personalization
- Distribution



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## Instant and Text Messaging

Computer-Based Technology	Telephone-Based Technology
<ul style="list-style-type: none"> <li>•Routine Communication</li> <li>•Online Meeting Exchanges</li> <li>•Internal Communication</li> </ul>	<ul style="list-style-type: none"> <li>•Person-to-Person Contact</li> <li>•Marketing Messages</li> <li>•Entertainment Uses</li> </ul>

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## Business IM Benefits

<b>Rapid Response</b>	<b>Reduced Costs</b>
<b>Conversational</b>	<b>Wide Availability</b>

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## Business IM Concerns

**Technical Issues**

Security and Privacy	User Identification	Message Logging	Incompatible Systems
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## Three-Step IM Process

Planning	Writing	Completing
Informal Tone	Acronyms	Revise
Overall Exchange	Etiquette	Proofread
Coherence	Professionalism	Transmit

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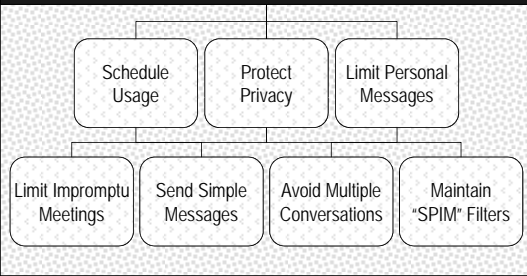
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## Effective Workplace IM



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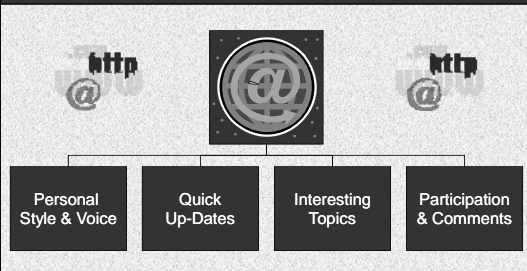
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## Effective Business Blogs



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## Using Blogs in Business

- Project Management
- Employee Recruiting
- Intranet Replacements
- Policies and Issues
- Company News
- Crisis Communication
- Customer Support
- Market Research
- Public Relations
- Brainstorming
- Media Relations
- Viral Marketing

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## Three-Step Blog Process

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

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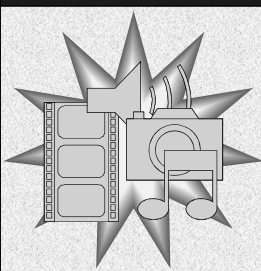
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## Using Podcasts in Business

	Audio-Video
	Training Sessions
	Product Brochures
	Virtual Tours

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## Three-Step Podcast Process

Planning	Writing	Completing
Situation	Previews/Reviews	Revise
Information	Transitions	Rehearse
Organization	Scripts/Outlines	Record

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## The Podcasting System

Basic Options	Advanced Options
PC Microphone	Audio Processor
PC Sound Card	Mixer & Microphone
PC Software	Advanced Software

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## Distributing Blog and Podcast Content



**Syndication**   **Aggregators**   **Podcatchers**

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## Connecting with Audiences

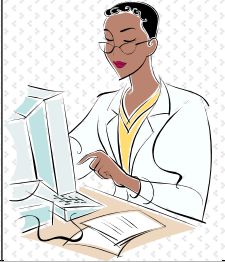
Feed Capabilities

Directories

Tagging

Blogrolls

Trackbacks



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