Benefits of Email

- Facilitates ____, convenient flow of ______________ among users at various locations and time zones
- Increases __________
- Reduces cost and _______ waste
No one in my company writes anymore. We just send emails.

1. That statement is true in most companies today.
2. Of course workers write. Email messages involve writing.
3. You can use email in business?
## Instant Messaging
(“interactive email” or “chat”)

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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<tbody>
<tr>
<td>• Real-time, simple, communication among groups of people</td>
<td>• Security and virus prone</td>
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<tr>
<td>• Instantaneous exchange of graphics and files</td>
<td>• Computer access required</td>
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<tr>
<td>• Cost-effective medium for internal and external communication</td>
<td>• Potential nonwork use on the job</td>
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<tr>
<td>• Informal medium with more attention on the message than on grammar/spelling</td>
<td>• Danger of false identity and eavesdropping</td>
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Guidelines for Preparing Email Messages

- Use standard ________
- Provide a useful ________ line
- Limit the message to single _____ directed toward __________ needs
- __________ based on reader reaction
- Use ________, technical words, and shortened terms selectively
- Use graphic highlighting for better __________
Elements of an Effective Subject Line

- Helps reader sort through a crowded mailbox
- Specifically describes content of message but does not give away bad news
- Will be meaningful in the future
- Is followed with a restatement of the subject in the message
Netiquette Fundamentals

• Check email ________
• Do not contribute to email ________
• Use email for appropriate messages
  – Send _____, _______ messages
  – Do not send messages when you are ______
• Beware of email ________ and ________
• Develop email _______________ habits
Email and the Law

- Assume responsibility for commitments made via email, as printouts serve as verification.
- Abide by copyright laws (use of graphics, message forwarding . . .)
- Be familiar with laws that affect technology:
  - Electronic Communications Privacy Act — allows companies to monitor email usage for legitimate business purposes.
E-vidence Mail: Avoid the Legal Dangers

• Do not write loose, rude, or informal messages

• Avoid casually deleting messages

• Identify and organize relevant messages for easy retrieval
Types of Web Presences

- **Intranet**
  - Distributes information to employees at various locations
  - Requires password

- **Extranet**
  - Provides information and services to vendors, suppliers, and customers
  - Requires password

- **Public Web** (Internet) presence
  - Available to anyone, anytime
Web Users . . .

- Skim, browse, and hop between _______ rather than read an entire __________
- Scan from top to bottom and left to right beginning at the ___ __________ side of the main content area
- Can more easily scan items in _______ rather than _____
- Refer infrequently to directions and are more likely to read __________ steps than notes, sidebars, and help files.
Writing for the Web

- Be brief and keep it simple
- Consider appropriate jargon
- Use eye-catching headlines
- Break longer documents into small chunks
- Use attention-getting devices judiciously
- Avoid placing critical information in graphic form only
Blogs for Business

• Are dynamic, with rapidly changing content
• Can be searchable for useful archives
• Most are publicly available
• Need current information for specific target audience
Preparing Voice Mail Greetings

- Update greeting to reflect __________
- Encourage callers to leave _________ messages
- Instruct callers on _______________ messages or being ______________ to operator
- Check your voice mail __________ and return messages within __________
Leaving Voice Mail Messages

- Speak slowly and clearly
- Repeat your name and phone number at the beginning and end of message
- Spell your name if needed
- Leave a detailed message, making your purpose clear
- Keep your message brief, 60 seconds or less
- Ensure clear reception
Making a Professional Impression with Voice Mail

- Review greetings and messages before saving
- Rerecord when necessary
- Script messages before recording to shorten time
- Stand, smile, and visualize receiver when recording
Cell Phone Communication

- Observe wireless-free quiet zones
- Respect others in crowded places by using conversational tone and message discretion
- Place safety above phone usage while driving
- Choose a secure communication channel for sending confidential or sensitive information
Text Messaging

- Is used more for social communication than as a business tool
- Is often used as a superficial greeting, such as a nod or wave
- Requires even more conciseness than instant messaging
- Is more informal and abbreviated than email
Appropriate Use of Technology

- What is the purpose of the message?
  - Is the message straightforward and informative?
  - Is a permanent record needed?
- Is the information personal or confidential?
- Would an electronic message sacrifice positive human relations?