

Writing in Organizations

Prepared by **Dr. Magdy Alhaj**

MGM 202

Lecture 5





مجموعة جامعة
الجميع الذكية
للتعليم القابضة

E-Communications at Work Email, Blogs

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Course Outline

Lecture 1: Getting Started: Writing and Your Career.

Lecture 2: The Writing Process and Collaboration at Work.

Lecture 3: Writing Routine Business Correspondence & Meeting

Lecture 4: Writing Letters: Some Basics for Communicating with Audiences Worldwide.

Lecture 5: E-Communications at Work Email, Blogs

Lecture 6: Making Successful Presentations at Work

Lecture 7: Writing Instructions and Procedures.

Lecture 8: Writing Effective Short Reports.

Lecture 9: Writing Careful Long Reports

Lecture 10: Chapter 10: Designing Clear Visuals



LECTURE OUTLINE

- 1. Introduction.**
- 2. The Flow of Information through E-Communications**
- 3. Email: Its Importance in the Workplace**
- 4. Guidelines for Using Email on the Job**
- 5. When Not to Use Email**
- 6. Blogs**
- 7. Guidelines for Writing Business Blogs**



Introduction

- A large and routine share of your writing at work will be through e-communications—emails, blogs, messaging, and mushrooming social media such as Facebook, Twitter, Instagram, Flickr, and LinkedIn. enabling you to do research



Introduction

❑ These forms of e-communications are used for various purposes and messages in the world of work, including:

- ❖ communicating within the company
- ❖ promoting your company's brand
- ❖ receiving and responding to consumer views
- ❖ tracking trends
- ❖ searching for and finding a job
- ❖ enhancing networking and collaboration around the globe
- ❖ assuring and expanding interactive communication
- ❖ enabling you to do research



2- The Flow of Information through E-Communications

- Because each of these e-communications is vital to the operation of any business, expect to use them—often in combination—in the course of the business day.
- It is common for information to flow from one type of e-communication to another because these mediums are often used collectively to develop, edit, or send information to people both internally and externally. One method of e-communication drives another. Links to a company's Facebook page and Twitter feed are included on their corporate website, while a tweet could include a link back to a specific company website page.



Differences Among E-Communications

While e-communications are the workhorse of business communication, there are key differences among them you need to know. Essentially, your workplace circumstances will determine which one is the most practical. **For example:**

- When you need to write a longer message, or send documents to co-workers across the country or the globe, send an email with an attachment.
- When you want to communicate in more detail with customers about a new product, service, or your company's views on a topic, write a blogpost.



Differences Among E-Communications

- If your team members (or your boss) need to see brief information right away because of a looming deadline, and they work in the same office, use your company's messaging system.
- When a team member is out in the field and away from the office/his or her desk, a text is an expedient way to ask or answer a question.
- When you want to quickly share news, information, or promote your products visually to your customers or the general public, a tweet or social media posting may be appropriate



E-Communications Are Legal Records

- Employers own their e-communications systems as well as the computers, smartphones, and tablets that employees use. Any e-communication sent over a company server can be copied, archived, forwarded, and, most significantly, intercepted. For instance, emails can never really be deleted. Moreover, you can be fired for writing an angry or abusive email, blogpost, message, text, tweet, or social media posting.



E-Communications Are Legal Records

- our communications can easily be converted into an electronic paper trail. You never know who will receive and then forward them—to your boss, a customer, an attorney, a licensing board. Many companies issue disclaimers to protect themselves from legal action because of an employee's offensive workplace communication. In court, an email, message, text, message, tweet, social media post, or blog can carry the same weight as a printed letter or memo



E-Communications Are Legal Records

- **Legal/Ethical Guidelines to Follow in Writing E-Communications**

Here are some guidelines to help you write and send ethical/legal business e-communications:

1. Do not use them for personal messages
2. Take your time.
3. Always project your company's best image.
4. Be accurate.
5. Respect your employer's confidentiality



E-Communications Are Legal Records

6. Never write any e-communication about a raise, a grievance, or a complaint about a co-worker.
7. Be professional and conscientious.
8. Deliver what you promise.
9. Be familiar with and follow your company's policies on e-communication and on any company-specific apps or social media sites.
10. Protect your business records from viruses, spam, worms, Trojan horses, and hackers by following your company's security procedures.
11. Always follow company policy.



3- Email: Its Importance in the Workplace

- Email continues to be one of the most common forms of e-communication in the workplace. It is the lifeblood of every business or organization because it expedites communication within a firm as well as outside it.
- On their tablets, computers, notebooks, or mobile devices, professionals in the world of work may receive between forty and one hundred emails each day from supervisors, co-workers, clients, and vendors worldwide. Email allows you to send short messages about routine matters that make business function smoothly.



Email: Its Importance in the Workplace

Using an email program such as Microsoft Office 365, Outlook, or Gmail, you can expedite workplace communication in many ways:

- Send and receive information quickly; delete it, forward it, or archive it
- Set up your business calendar and keep track of your appointments
- Synchronize your address book, email, and calendar functions, including across multiple devices
- Share Calendars, so you can see your colleagues' schedules and plan meetings accordingly



Email: Its Importance in the Workplace

- Group or “bundle” emails according to subject line, sender, or customized topic, for easy searching, reference, and archiving
- Organize and archive emails in folders according to date, sender, subject line, or other topic area
- Use the Search function to help you to find specific emails or email threads, documents, or attachments quickly and easily
- Identify and delete spam
- Send attachments, including documents, visuals, video and audio clips, tables, lists, and statistical files
- Enhance all phases of your collaborative work (see “Computer-Supported Collaboration.” )
- Communicate anytime, all the time, 24 hours a day, 7 days a week

Business Email Versus Personal Email

- The email you write on the job will require more effort than your personal email will. Don't assume you can write to your employer or a customer the way you would a text message or a Facebook response to an old friend. In the world of work, you don't just dash off an email. You have to revise and review it before you click and send it.
- That means proofreading carefully and following all the rules of proper spelling (avoid text-message spellings), punctuation, capitalization, and word choice, as well as the "Guidelines for Using Email on the Job". The tone of your business email should also be much more professional than the instant messaging you may do with friends or the e-conversations you have in chat rooms.



Business Email Versus Personal Email

Unlike with your personal email, you need to consider the impact your business email will have on your company and on your career. When you send a business email, you are representing more than yourself and your preferences, as in a personal email.

You are speaking on behalf of your employer. Because your email must reflect your company's best image, make sure it is businesslike, free from grammatical mistakes, carefully researched, and polite. Sarcasm, slang, an aggressive tone, name-calling, and inappropriate clip art do not belong in a company email. unprofessional.



4- Guidelines for Using Email on the Job

- **Guidelines for Using Email on the Job:**

When you prepare and organize your email message, always consider your reader's specific needs as well as those of your company. The guidelines set out here will help you to write effective business emails

1. **Make sure your email is confidential and ethical.**
2. **Make your email easy to read.**
3. **Observe the rules of “netiquette” (Internet 1 etiquette).**
4. **Adopt a professional business style.**
5. **Respect your international readers.**
6. **Ensure that your email is safe and secure.**



Guidelines for Using Email on the Job

1. Make sure your email is confidential and ethical.

- Avoid flaming, that is, using strong, angry language that mocks, attacks, or insults your employer, a colleague, a customer, a government agency, or a company
- Send nothing through email that you would not want to see on your company's website or that of your local newspaper.
- Do not forward a co-worker's or an employer's email without that person's approval.
- Do not change the wording of a message that you are expected to read and forward.
- Never send an objectionable file, photo, or video



Guidelines for Using Email on the Job

2. Make your email easy to read.

- Always provide a clear, precise subject line.
- Try to limit your emails to one screen.
- Do not send emails written in all capital or all lowercase letters.
- Break your message into short paragraphs.
- Provide hyperlink URLs for all websites you reference.
- Use plain text.
- Avoid long strings of emails.



Guidelines for Using Email on the Job

3. Observe the rules of “netiquette” (*Internet 1 etiquette*).

- Respond promptly to an email.
- Give your readers reasonable time to respond.
- Do not keep sending the same email over and over.
- Proofread and revise before you send an email.
- Avoid unfamiliar abbreviations, jargon, and emoticons
- Don't use red flag words unnecessarily. Include a signature block



Guidelines for Using Email on the Job

4. Adopt a professional business style.

- Use a salutation (greeting), but always follow your company's policy.
- Get to the point right away.
- Keep your message concise.
- Don't turn your email into a telegram.
- Never send an attachment without a cover email that politely and concisely tells readers what you are attaching and why it is important.
- End politely and proofread and spell-check
- Use a complimentary close, but always follow your company's policy
- Do not include your favorite quotation at the bottom of your email.



Guidelines for Using Email on the Job

5. Respect your international readers.

- Use international English, which calls for short sentences, common words, and so on (see “Using International English”).
- Avoid using abbreviations, symbols, or measurements your reader may not know.
- Respect your reader’s cultural traditions. Always spell your reader’s name, address, and country correctly
- Be careful about sending photographs or other graphics that may not be appropriate in your reader’s culture.
- Avoid humor; it might be misinterpreted.



Guidelines for Using Email on the Job

6. Ensure that your email is safe and secure.

- Use email antivirus software.
- Don't be a victim of identity theft, or "phishing."
- Create an email password that is not easy to guess.
- Back up important files, including emails.



How to Write a Formal Email?

The diagram illustrates the structure of a formal email with labels on the left and right sides connected to a sample email by yellow lines. The labels are: Recipient, Greeting, Introduction, Body, Closing & Signature, Subject, and Conclusion. The sample email content is as follows:

Recipient: john.doe@company.com

Subject: Invitation to Project Update Meeting on June 1st

Greeting: Dear Ms. Johnson,
I hope this message finds you well.

Introduction: I am writing to invite you to a project update meeting for the ABC initiative. The purpose of this meeting is to discuss our progress, address any challenges, and plan for the upcoming quarter.

Body: Details of the meeting are as follows:
Date: Thursday, June 1st, 2023
Time: 10:00 AM - 11:30 AM
Location: Conference Room A
Virtual Access: [Zoom Meeting Link]

Conclusion: Please confirm your attendance by replying to this email no later than Tuesday, May 30th. If you are unable to attend, kindly inform me so that we can arrange a separate briefing for you.

Closing & Signature: We look forward to your valuable input and collaboration.
Best regards,
[Your Name]
[Your Title]

The email interface also includes a rich text editor toolbar with options for undo, redo, font face (Sans Serif), font size (12), bold (B), italic (I), underline (U), text color (A), background color, bulleted list, numbered list, decrease indent, increase indent, and a dropdown menu. At the bottom, there is a 'Send' button, a plus icon for attachments, and icons for text color, link, unlink, emoji, insert, lock, edit, and delete.



5- When Not to Use Email

- ❑ Although email is convenient, easy to use, and appropriate for routine business correspondence, be careful not to use it in the following situations:**
- Send a formal letter rather than an email when you apply for a job and for any follow-up communication.
 - When you make a new business contact or welcome a new client, write a formal letter, not an email. International readers, in particular, will expect this.
 - Always acknowledge a business gift or courtesy by sending a handwritten thank-you note



When Not to Use Email

- Always acknowledge a business gift or courtesy by sending a handwritten thank-you note or formal letter rather than dashing off an email.
- Never send an email in place of a letter for any type of legal notification or financial statement.
- When a situation involving a client or vendor is too complex to handle in a short email, a phone call may be more productive and provide the chance for “real time” discussion and feedback that is difficult to capture in a series of emails.



6- Blogs

- ❑ Like emails, blogs (web + logs) are important e-communications for employees, managers, and customers alike. Think of a blog as an evolving website, or a newspaper for which managers and employees write regular short articles, or posts. Blog posts are short, conversational articles giving readers current and relevant news and commentary on a variety of issues important for your company, your brand, your organization, and your profession.
- ❑ Posts are generally a few paragraphs long and are often written two to three times a week, although some bloggers post their work more frequently, sometimes daily. Written in chronological order, blogs are dated, titled, and frequently archived.

Blogs Are Interactive

A blog includes more than the blogger's views. Blogs are highly interactive, allowing for a two-way or often group conversation between the author and his or her online audience. In the blogosphere, readers write comments in response to blog posts, and the blogger and other readers can reply. This interaction is the key to a blog's success. In fact, bloggers often post the number of visitors who have left comments on the site. To write a successful business blog, you have to

1. attract readers
2. Build relationships with them
3. promote and market products, services, or ideas
4. Respond to comments and suggestions



Blog Sponsors

Blogs carry different types of messages, depending on who sponsors them and why. It is impossible to estimate the number of blogs in the blogosphere. Individuals can host their own blogs to express their opinions on any subject, from world affairs to technologies, community affairs, or even their families. Organizations host blogs, too. For instance, the Sierra Club, which is devoted to preserving the environment, has blogged on protecting endangered species, funding nature trails, and making and selling ecofriendly furniture.



Blog Sponsors

Almost every government agency has its own blog, or multiple blogs. The Food and Drug Administration (FDA), for instance, uses its blogs to keep consumers up to date about potential health risks, such as an outbreak of influenza or the spread of botulism from contaminated meat or dairy products. And every type of business, from major international corporations to small, local firms, blogs about its products, services, workforce, and commitment to customers and community.



Types of Blogs

- **Two Types of Blogs**
- Blogs can be either internal or external, depending on their audience and use in the workplace
- **Internal Blogs**
- **External Blogs**



Internal Blogs

- ❑ Internal blogs are among the most versatile forms of workplace correspondence. They are designed exclusively to be used on the company network (or intranet) by in-house management and by employees to post their comments and questions, their views on new policies, announce events, introduce new staff, and generally to communicate up and down the corporate ladder.
- ❑ But some internal blogging is directed only to individuals in a given department or area, such as engineers tackling an energy problem or nurses in a large health care organization discussing new treatments for burn patients. Every internal blog, though, is aimed at making the workplace safer, more productive, and professionally and personally more satisfying



Internal Blogs

Internal blogging serves many functions, including these:

- Informing employees about vital company news
- Helping employees to better understand and perform their jobs
- Conducting virtual meetings without having to make arrangements for face-to-face gatherings
- Enhancing collaboration through the interaction of blog posts and comments
- Providing a forum for workplace discussions
- Improving employee participation and morale by inviting suggestions and questions



External Blogs

❑ External, or business, blogs are essential marketing and public relations tools in the world of e-commerce. They allow a company to share information about its brand, mission, achievements, and activities. They also allow companies to express their side of the story—their interpretation of events and their clarification of the issues—quickly and publicly.



External Blogs

- ❑ A carefully designed and persuasively written business blog can announce and sell new products, services, or technology; share information about employee accomplishments; and describe the company's contributions to the community or the environment. It can provide updates about corporate changes in personnel, locations, benefits, and so on.
- ❑ Moreover, a business blog can be used to announce and respond to consumer/community concerns, such as environmental problems, product recalls, or the discontinuation of a service, brand, or model



7- Guidelines for Writing Business Blogs

- ❑ To post a successful blog, follow all the guidelines for writing a business email. Always be ethical and honest, and document what you say. Also, your writing cannot be sloppy or careless; you have to use proper spelling and punctuation. Be diplomatic, whether you are writing to co-workers. Avoid sounding curt, condescending, or arrogant.
- ❑ Keep in mind, too, that an external blog is your employer's official, and many times daily, publication. Your employer may require you to get your post approved by a blog administrator to make sure it meets your company's expectations.
- ❑ **The guidelines that follow will also help you to write appropriate business blog posts :**



Guidelines for Writing Business Blogs

❑ The guidelines that follow will also help you to write appropriate business blog posts :

- ❑ Use the Right Tone to Attract Readers**
- ❑ Follow Company Protocol**
- ❑ Target Your Audience**
- ❑ Make Your Blog Persuasive**
- ❑ Write Concisely and Sincerely**
- ❑ Document Your Sources, Including Visuals**



Guidelines for Writing Business Blogs

- **Use the Right Tone to Attract Readers**
- Essential to any business blog's success is getting information from readers—their views, concerns, and feedback. Whether you are a manager or an employee, your business blog needs to reveal the personal side of your company and its brand. Your blog needs to sound sincere and friendly, welcoming readers to your site.
- As we saw, every blogger's goal is to attract visitors to his or her site and to keep them coming back to read more. Using the interactive features of a blog, you can make it easy for readers to contact you. A friendly and inviting tone will let readers know you want to hear their views and will take them into account. In subsequent posts, you can address their views and concerns.

Guidelines for Writing Business Blogs

- **Follow Company Protocol**

- Project your company's best image.
- Respect your employer's confidentiality.
- Avoid making your company liable for false or misleading information.
- Be professional.



Guidelines for Writing Business Blogs

- **Target Your Audience**

- Know what your audience cares about
- Write an attention-grabbing headline.
- Determine if your blog will attract an international audience
- Date every blog post so readers can follow a conversation.
- Make it easy for readers to respond to your post



Guidelines for Writing Business Blogs

- **Make Your Blog Persuasive**

- Structure your blog so that your first paragraph comes to the point at once and tells readers what you are blogging about and why
- Provide firsthand information that shows readers you are knowledgeable and sincere
- Highlight any new, improved, or special features.
- Use facts and statistics to develop your message or point of view.



Guidelines for Writing Business Blogs

- **Write Concisely and Sincerely**
- Keep your posts short and easy to read
- Adopt a casual, conversational style



Guidelines for Writing Business Blogs

- **Document Your Sources, Including Visuals**

- If you use someone else's statistics, surveys, illustrations, or ideas, get permission first from the individual or the company that owns the copyright.
- Quote accurately, but do not include an extended quote without obtaining permission.
- Include relevant documentation (and permission) if you use a visual you or your company did not create.





Thank You