Communication Essentials

Lesson 4 - Electronic Communication

WORKBOOK

Electronic Communication Overview

- Telephone Etiquette
- Cell Phone Etiquette
- Voicemail Etiquette
- Email Etiquette
- Internet Etiquette
- Social Media Etiquette

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Telephone Etiquette

Best Practices When Making Calls:

• Give your name and ask for the person you are trying to reach

• Be polite

• Plan your calls

• Keep your calls work related

• Don't waste time

• Ensure your words match your tone of voice

• Practice active listening

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Cell Phone Etiquette

Best Practices When Using Cell Phones:

• Maintain privacy

• Don't make or receive calls in enclosed public places

• Don't use your cell phone while driving

• Tell the caller you're talking on your cell phone

• Make the people around you your priority

• Speak quietly and briefly

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Using Conference Calls

What is a Conference Call?

• A teleconference that occurs in real time with more than one participant

Best Practices for Conference Calls:

• Call in at the designated time; don't keep others waiting

• Identify yourself when you join the call

• Identify yourself before speaking if there are more than three people participating in the call

• Pause for others to comment

• Let others know if you are using a speaker phone

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Voice Mail Etiquette
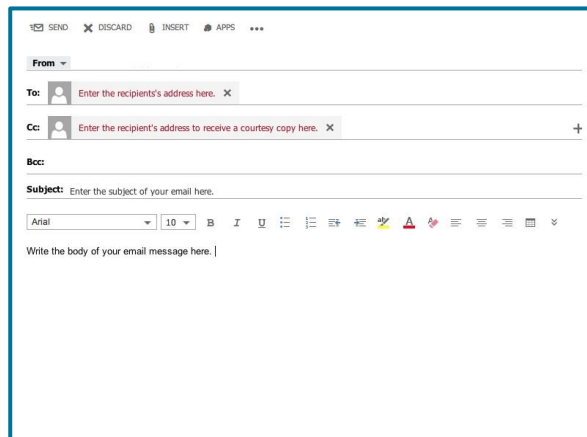
Best Practices for Leaving Voice Mail:

• Introduce yourself; give your first and last name

• Say the time and date you are calling

• Leave contact information clearly

• Be concise; organize your thoughts before making a call

• Be polite

• Be clear

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Email Etiquette

Guidelines for Responding to Email Messages:

• Determine if a response is necessary

• Be polite

• Respond in a timely fashion (within one business day if possible)

• Don't respond in a hurry or emotionally, especially to a sensitive email message

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Email Components

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Instant Messaging (IM)

What is Instant Messaging?

- An online communication method that allows senders and receivers to exchange short messages in real time

- Synchronous communication

- Can embed Web links, share images, and share files (like email)

- Creates the risk of security issues for business networks unless protections are in place

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Inappropriate Use of Email

Do Not Use Business Email:

• For personal communication

• To communicate negative comments about an individual's job performance

• To communicate about pay issues

• To communicate about firing or layoff notices

• To send unwanted email (spam)

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Internet Etiquette

To protect yourself and your company, practice these guidelines:

• Only use the Internet at work for work-related purposes

• Check that web sites are secure before entering private information

• Keep all passwords confidential and change them regularly

• Don't download applications or files of unknown origin

• Always follow your company's virus-scanning and backup procedures

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Social Media Etiquette

Avoid risks associated with these best practices:

- Avoid publishing information that could harm your company

- Never use your company's trademarks or logos without permission

- Never disclose your company's confidential information

- Always be cautious about who joins your network

- Set appropriate privacy attributes for your profile

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Electronic Communication Review

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- Cell Phone Etiquette
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Questions and Answers

Review Questions:

1. Which of the following is not good cell phone etiquette?
   A. Don't use your cell phone while driving
   B. Tell the caller you're talking on your cell phone
   C. Make the people around you your priority
   D. Taking calls in public places

2. True or False: A conference call is defined as teleconference that occurs in the past with more than one participant.
   A. True
   B. False

3. A good practice when leaving messages on voice mail is:
   A. To organize your thoughts before making a call
   B. To speak quickly
   C. To leave only your name and phone number
   D. To provide a long, detailed message

4. Which is an appropriate use of email?
   A. To communicate negative comments about an individual's job performance
   B. To communicate about pay issues
   C. To communicate business information to multiple people
   D. To communicate about firing or layoff notices

5. True or False: Virus-scanning and backup procedures can cause you and your company significant damage when using the Internet.
   A. True
   B. False

Answer Key:

1. D

   It's rude to conduct a call when you're in an area like a library, an elevator, or a museum. In these locations, talking on a cell phone will distract or annoy others. Similarly, you should avoid making or receiving calls in entertainment venues like theaters. Generally, you should use your own judgment in deciding whether you're in an appropriate place to use your cell phone. However, you should never use it in places where silence is required.

2. B

   False. A conference call occurs in real time with more than one participant.

3. A

   It is important to organize your thoughts before calling so that you can be concise in the event that you reach voice mail. This allows your message to be clear and concise with your full name, phone number, date and time you called, and a request to return the call.

4. C

   Use of email in the workplace should be for business purposes only. It is an appropriate tool to use when you have business information that must be sent to multiple people at once.

5. B

   False. As a staff member, you should ensure that you always use the virus-scanning and backup procedures your company prescribes. These will help protect the security of the company's network and of the resources it stores.