

# Communicating Effectively Electronically



# Course content

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1. Introduction to Electronic communication
2. Email communication
3. Social media
4. Effective communication
5. Introduction to Netiquette
6. Pros and Cons of E-communication

# 1. Introduction to Electronic communication

Electronic Communication is the process of exchanging information using technological means.

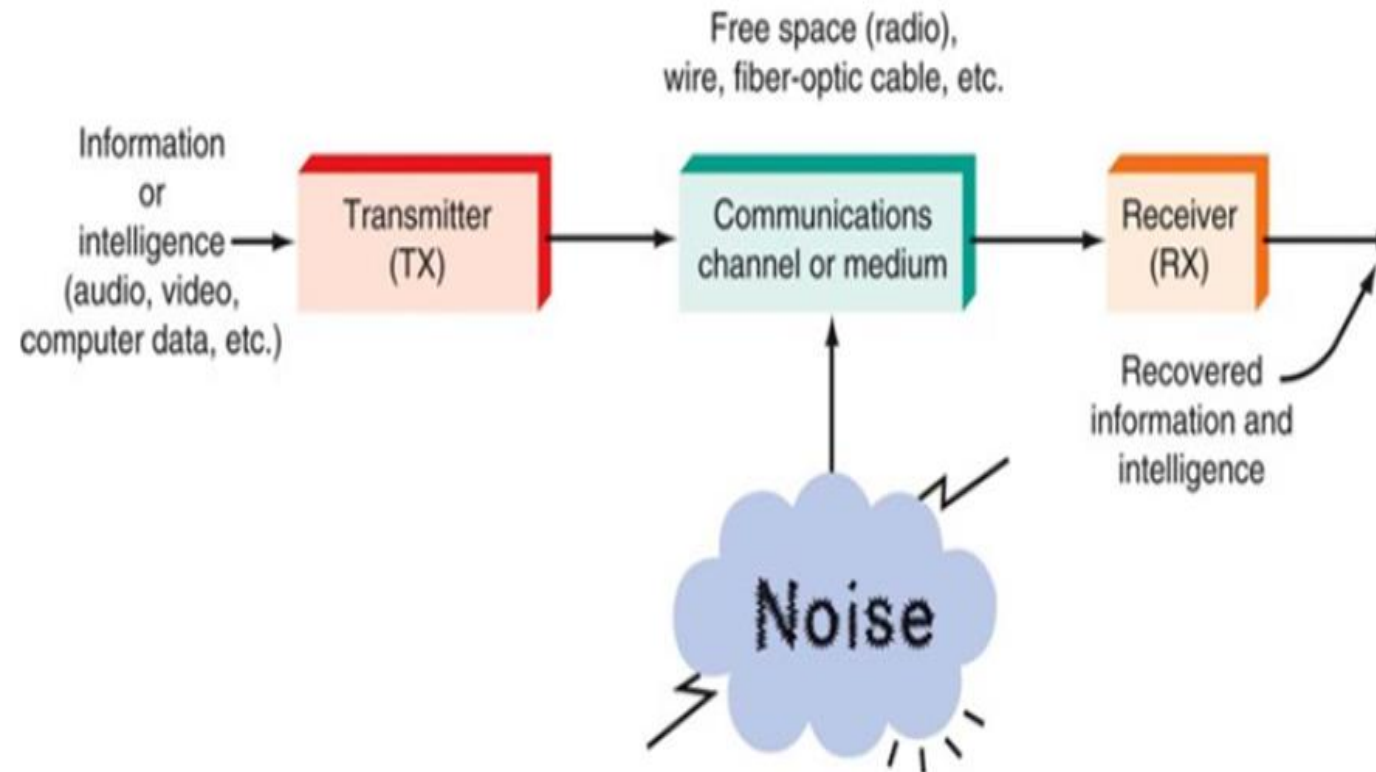
This information is usually in form of multimedia i.e., text, images, animation, video, audio or a combination of any forementioned forms

**Devices used:**

**Computers, mobile phones, fax machines, smart devices etc.**

The use of IT as a tool to aid communication has become a standard- with most organizations considering this as a mandatory skill for all employees

# 1.1 The communication model



# 1.1 The communication model

The basic components of a communication system are the transmitter, channel (medium) and a receiver.

**Transmitter** - encode a message into a form acceptable by the medium onto which it shall be sent . They are made of oscillators, amplifiers, tuned circuits etc.

**Medium/Channel**- mode of transmission of a message. It can be wired or wireless. For example: Telephone cables, Bluetooth, WIFI etc

**Receiver**- It is made up of tuned circuits to receive and decode transmitted message understandable by humans

**In summary:** a message is encoded and sent to the receiver over a medium – which then decodes it to interpret/ recover the intended/original message

# 1.1 The communication model

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A message may be intercepted by noise along the way while in transit and cause distortion of the original message which leads to misinterpretation by the receiver.

**Noise can be;**

Natural phenomenon e.g weather

Elements or hacks by cyber criminals

# 1.2 Evolution of Communication Methods

Communication is as old as mankind – and has changed rapidly over the years.  
Below are various methods of communication throughout the ages;

- a) Cave Paintings
- b) Symbols of communication
- c) Carrier Pigeons
- d) Postal System
- e) Newspapers
- f) Telephone
- g) h. Telegraph
- h) i. Radios
- i) j. Television
- j) k. Internet
- k) l. Email
- l) m. Instant Messaging
- m) n. Social Media

# 1.2 Evolution of Communication Methods

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## REFERENCE VIDEO

<https://www.youtube.com/watch?v=avh2Ppw5wc8/>

## 1.3 Types of Electronic Communication

Electronic communication can be classified into different types like messaging, voice call, e-mail, social media,

### **1. *Email:***

Developed in 1975 by John Vittal. Has evolved to be the most formal way of communication among organisations today. . It is a method of exchanging electronic documents / messages “mail” using electronic devices over the internet

**To use email**, one must configure an email account by defining the email address, password and mail servers

# 1.3 Types of Electronic Communication

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## ***2. Instant Messaging***

This is a type of online chat that offers real-time text transmission over the Internet.

IM differs from “Chat,” in which the user participates in a more public real-time conversation within a chatroom where everyone on the channel sees everything being said by all other users.

### **Goals of Instant Messaging**

Monitoring presence for purpose of sending presence-based alerts to users in the chatroom and messaging.

# 1.3 Types of Electronic Communication

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## 3. *Blogging*

- A blog (a blend of the term “web log “) is a type of website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse chronological order.
- Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.

# 1.3 Types of Electronic Communication

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## *4. Video Chat/Conferencing*

- This type of communication involves the transmission of video over the internet in real-time for two or more people. Participants in this kind of communication have a visual of each other while interacting. It usually requires a video input device such as a camera or webcam connected to a computer. Popular applications for this kind of communication include; **Zoom, Microsoft Teams, Skype, Hangouts, Google Meet** etc.
- Video conferencing tools have added benefits today. For instance, participants can share files (such as slides, data sheets, other multimedia etc) on top of the video stream.

# 1.3 Types of Electronic Communication

## 5. *Social networking (social media)*

Here, individuals can send and receive multimedia messages in real-time over the internet



Facebook, Twitter, LinkedIn and Instagram are the most popular platforms among the social networks

- An online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. Perhaps the most recent and growingly popular type of online communication.

# 1.3 Types of Electronic Communication

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## *5. Fax*

Also called telefax, is the the transmission and reproduction of documents by wire or radio wave.

Common fax machines are designed to scan printed textual and graphic material and then transmit the information through the telephone network to similar machines, where facsimiles are reproduced close to the form of the original documents.

Fax machines, because of their low cost and their reliability, speed, and simplicity of operation, revolutionized business and personal correspondence. They virtually replaced telegraphic services, and they also present an alternative to government-run postal services and private couriers.

## 2. Email Communication

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### **Resources:**

<https://www.digitallearn.org/courses/intro-to-email>

## 2. Email Communication

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**Email** is information stored on a computer that is exchanged between two users over telecommunications.

e-mail is a message that may contain text, files, images, or other attachments sent through a network to a specified individual or group of individuals.

Email operates across computer networks, primarily the Internet. Today's email systems are based on a store-and-forward model. Email servers accept, forward, deliver, and store messages.

## 2. Email Communication

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**Email services** can be accessed using two main approaches;

**a) Email program**

To send and receive e-mail messages, you can use an e-mail program, also known as an e-mail client, such as **Microsoft Outlook or Mozilla Thunderbird**.

**b) Online email**

- An alternative way of sending and receiving e-mail (and the more popular solution for most people) is an online e-mail service or webmail. Examples include Gmail, and Yahoo Mail. Many online e-mail services are free or have a free account option.

## 2.1 Parts of an Email address

An email address is made up of 3 main parts as stated below;

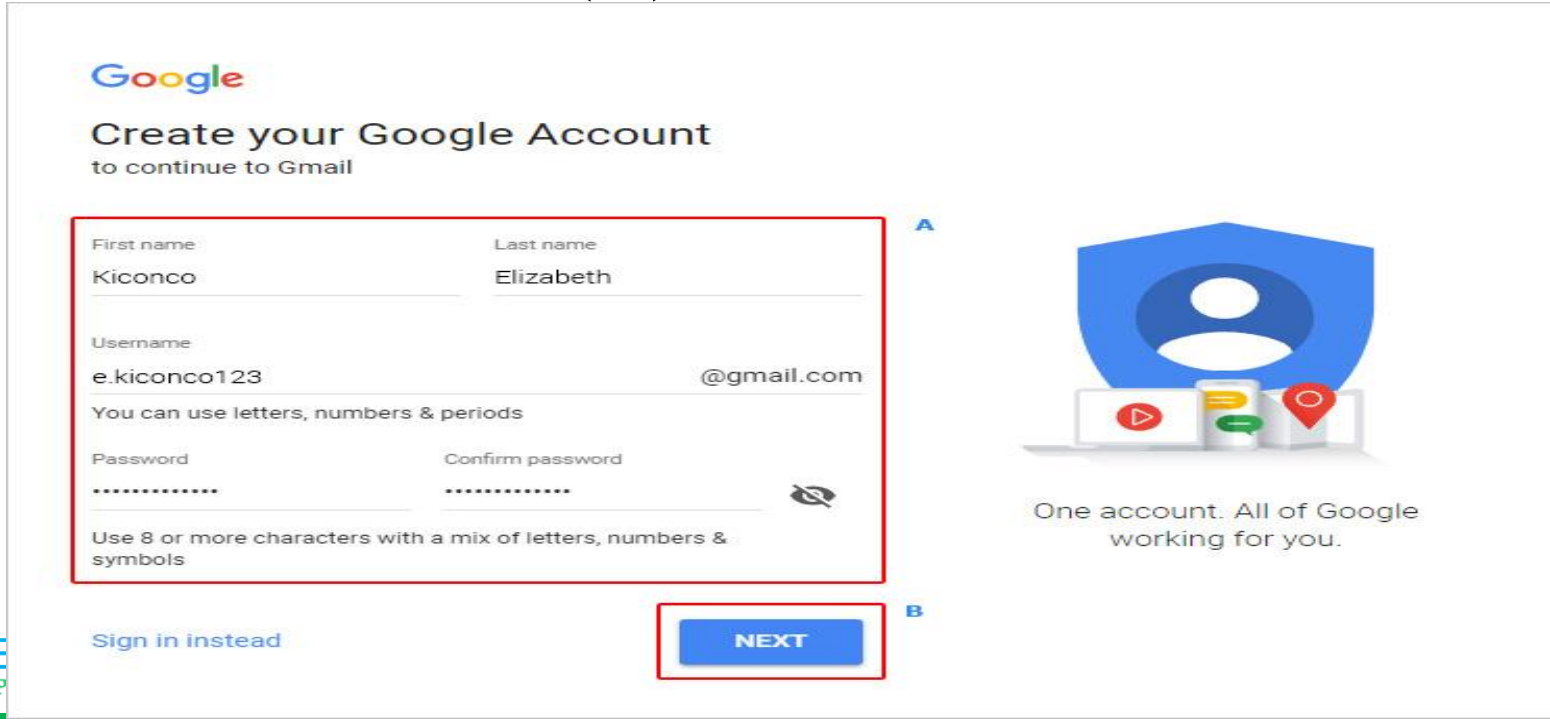
- User or group eg. johndoe
- @ symbol e.g @
- Domain e.g gmail.com *e.g. [johndoe@gmail.com](#)*

Email can be sent to recipients with or without a name next to the email address. However, emails sent to addresses that include a name are less likely to be filtered as **spam**

***Spam:*** refers to junk e-mail or irrelevant postings to a newsgroup or bulletin board

## 2.1 How to create an e-mail account

- Go to the [Gmail website](#).
- At the bottom of the sign in screen, click the **Create an account** link.
- On the account creation screen, fill out all the fields (A) and then click **Next (B)**.



The screenshot shows the Google Account creation page. The Google logo is at the top left, followed by the text "Create your Google Account to continue to Gmail". Below this is a form with several fields. A red box labeled 'A' highlights the "First name" (Kiconco), "Last name" (Elizabeth), "Username" (e.kiconco123), and "Password" fields. The "Username" field is followed by "@gmail.com". Below the "Username" field is a note: "You can use letters, numbers & periods". The "Password" field is followed by a "Confirm password" field. Below these fields is a note: "Use 8 or more characters with a mix of letters, numbers & symbols". To the right of the form is a blue shield icon with a white person silhouette, and below it are icons for YouTube, Gmail, and Maps. Below these icons is the text "One account. All of Google working for you." At the bottom left of the form is a link "Sign in instead". At the bottom right of the form is a blue button labeled "NEXT", which is highlighted with a red box labeled 'B'.

Google

Create your Google Account  
to continue to Gmail

First name: Kiconco Last name: Elizabeth

Username: e.kiconco123 @gmail.com

You can use letters, numbers & periods

Password: ..... Confirm password: ..... 

Use 8 or more characters with a mix of letters, numbers & symbols

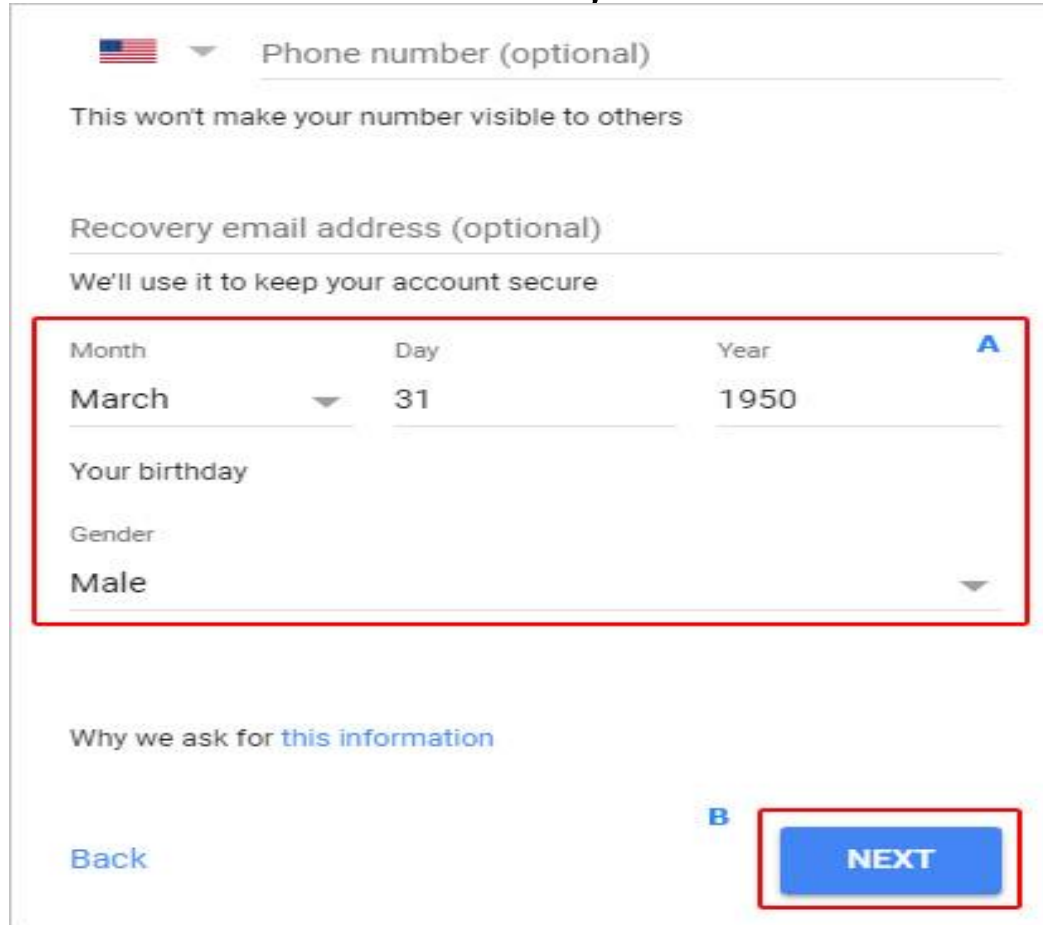
Sign in instead

NEXT

One account. All of Google working for you.

## 2.2 How to create an e-mail account

*d)* On the next screen, fill out your **birthdate and gender (A)** and any other information, and then click **Next (B)**.



The screenshot shows a web form for creating an email account. At the top, there is a dropdown menu for country (USA) and a text input field for "Phone number (optional)". Below this is a note: "This won't make your number visible to others". Then, there is a text input field for "Recovery email address (optional)" with a note: "We'll use it to keep your account secure". A red box labeled 'A' highlights the birthdate and gender section. The birthdate is split into three fields: "Month" (March), "Day" (31), and "Year" (1950). Below these is a "Your birthday" label and a "Gender" dropdown menu (Male). At the bottom, there is a link "Why we ask for this information", a "Back" button, and a blue "NEXT" button labeled 'B'.

Phone number (optional)

This won't make your number visible to others

Recovery email address (optional)

We'll use it to keep your account secure

Month Day Year **A**

March 31 1950

Your birthday

Gender

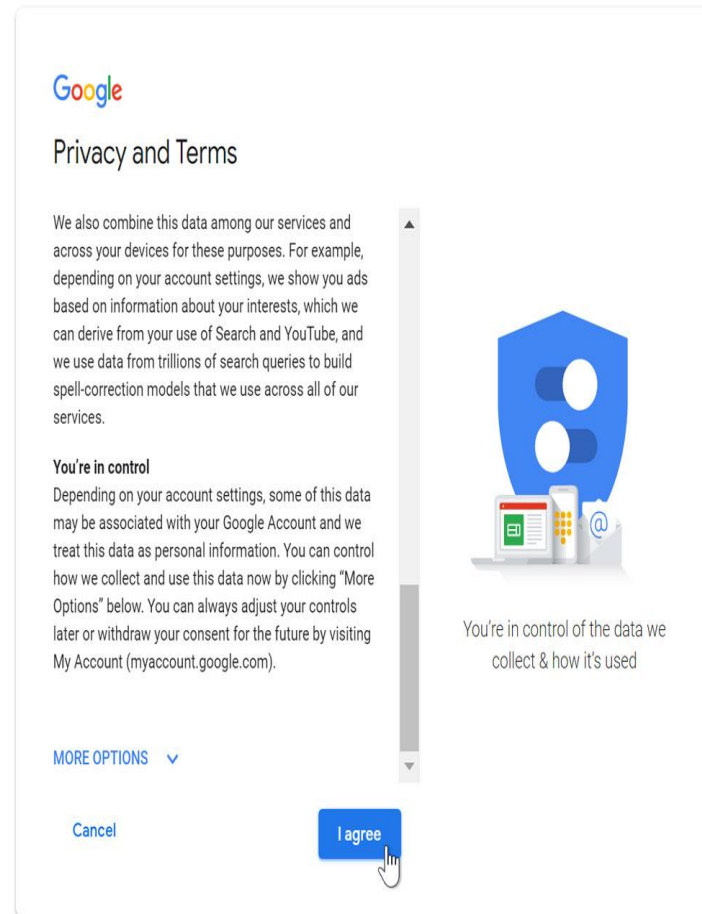
Male

Why we ask for [this information](#)

[Back](#) **B** **NEXT**

## 2.2 How to create an e-mail account

e) Read Google's Privacy and Terms, then click the **I AGREE** button.



## 2.2 How to create an e-mail account

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- f) Click the **Next** button until you've moved through the features menu.
- g) Click the **Go to Gmail** button, allowing you to access your new account.
- h) Congratulations! You are done setting up your email address.

## 2.2 How to create an e-mail account

### **Tips on selecting a user name**

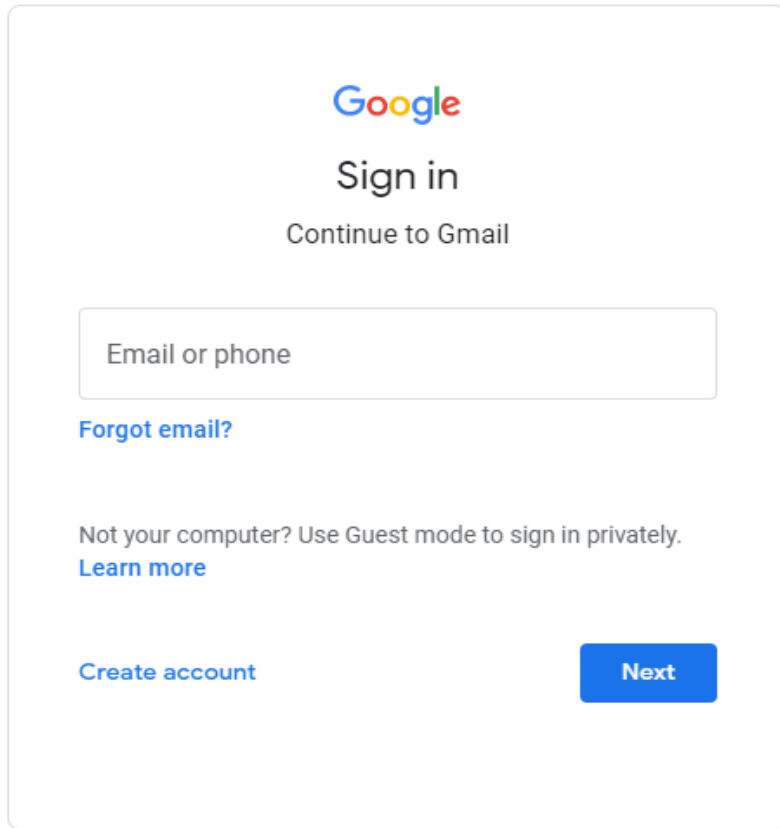
- Try to keep the username as short as possible
- In case of existing/ similar usernames, differentiate yours by adding extra identifiers (characters and/ or numbers) e.g. [ekiconco@gmail.com](mailto:ekiconco@gmail.com), [ekiconco123@gmail.com](mailto:ekiconco123@gmail.com), [e.kiconco@gmail.com](mailto:e.kiconco@gmail.com), [ekiconco.256@gmail.com](mailto:ekiconco.256@gmail.com) etc.
- Keep it professional – include your name (or business name in full or abbreviation) but avoid random, ambiguous, unrelated or vulgar names e.g., [giantslayer0071@yahoo.co.uk](mailto:giantslayer0071@yahoo.co.uk), [iloveboobs@gmail.com](mailto:iloveboobs@gmail.com) etc

### ***Other webmail clients;***

- Yahoo
- Outlook
- Microsoft

## 2.3 Signing into email account

Go to [www.gmail.com](https://www.gmail.com)



The image shows the Google sign-in page. At the top is the Google logo, followed by the text "Sign in" and "Continue to Gmail". Below this is a text input field labeled "Email or phone". Under the input field is a link "Forgot email?". Further down is a message "Not your computer? Use Guest mode to sign in privately." with a link "Learn more". At the bottom left is a link "Create account", and at the bottom right is a blue button labeled "Next".

Google

Sign in

Continue to Gmail

Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.  
[Learn more](#)

[Create account](#) [Next](#)

## 2.3 Signing into email account

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Type your **username** (your email address), then click **Next**  
Fill in your **password** and then click **Sign in / Next**

## 2.4 Writing an email

➤ **Resources:** <https://www.digitallearn.org/courses/intro-to-email>

Parts of an email message

### 1) Headers

- Subject
- Sender(From)
- Date and Time received (On)
- Reply-to
- Recipient (To:)

### 2) Body

- Briefly state your purpose
- Be sure to provide the reader with the context of your message
- Use paragraphs to separate thoughts
- Finally state the desired outcome at the end of your message

## 2.5 Sample Professional emails

- **From:** dalionel@teamcloud.com [mailto:alionel@teamcloud.com]
- **Sent:** Tuesday, February 08, 2021 2:06 PM
- **To:** Agaba Hanningon
- **Subject:** Team Cloud Employee Benefits
- WELCOME TO TeamCloud!
- Team Cloud is committed to providing our employees with the highest quality of benefits at an affordable price. In our efforts to make your orientation a pleasant one, we have implemented a web-based employee self-service system to assist you in completing the new hire process, including benefits enrollment.
- A personalized account has been created for you. To login, please visit mybenefits.com and login using the User ID and Password provided at the end of this email.
- Before logging in, please be sure to disable any Pop-Up Blockers or adjust your settings to allow pop-ups from mybenefits.com. Also, it is helpful you have all your dependents' social security numbers, birthdates, etc.
- Please log in as soon as possible. This system is designed to provide you with information regarding our benefit programs to make the enrollment process more efficient. If you need assistance, please don't hesitate to contact me.
- Once again, welcome to TeamCloud!
- 
- **User ID:** ebangston **Password:** teamcloud1
- 
- Best Regards,
- **Derrick Arinaitwe Lionel**
- Human Resources Manager - 0700 586 999

## 2.6 Benefits of using email

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- Cost
- Speed
- User Friendliness
- Accessibility
- Prioritize
- Automation
- Advertisements
- Attachments
- References
- Environment friendly

## 2.7 Drawbacks of using email

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- Internet Access
- Spamming
- Virus attacks
- Information Overheads
- Timely Response
- Direct Interactions
- Misunderstandings
- Recovery
- Disruptions
- Data Loss

## 2.8 Email Etiquette

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- Include a clear subject matter, and don't shout
- Always use an appropriate greeting
- Only use shorthand if you know your recipients
- Be wary of using humor or colloquialism across cultures
- Consider the purpose of your email
- Don't hit reply all or CC everyone
- Reply in a timely fashion
- Think about where your email could end up
- Always spell check
- Avoid unnecessary formatting

## 3 Social media (Networking)

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Social media (networking) refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

***There are various social media platforms:***

There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more - with thousands of platforms popping up every year.

## 3.1 Popular social media Tools and Platforms

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- Blogs
- Facebook
- Twitter
- Youtube/Vimeo
- Flickr
- Instagram
- LinkedIn
- WhatsApp

## 3.2 Benefits of social media

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- Brand awareness
- Brand reputation
- Cost effective
- Website traffic
- Evaluation
- Customer interaction
- Target audience
- Brand loyalty

# Downsides of social media for business

- Need to commit resources to managing your social media presence
- It is hard to measure and place a monetary value on the brand awareness and reputation that social media can bring. It is difficult to know how social media affects sales in store
- social media can be used ineffectively. For example, using social media to push for sales without engaging with customers, or failing to respond to negative feedback - may damage your reputation.
- ***Potential for embarrassment:*** It's easy for posts to go viral on social media. A single post could tarnish a personal or business reputation. This strategy is largely used by politicians to discredit their competitors by pulling up and sharing embarrassing pictures, texts, audio and video files among others.

## 3.3 Social media marketing

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers.

A ***form*** of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals

### **Five core pillars of SSM**

Strategy

Planning and  
Publishing

*Buffer Publish*

Listening and  
Engagement

Analytics and  
Reporting

*Buffer Analyze*

Advertising

## 3.3 Social media marketing

### 1. Strategy

Before you dive right in and publish something on social media, let's take a step back and look at the bigger picture.

The first step is to think about your social media strategy. What are your goals? Who is your audience? Which platform do you want to focus on? What type of content do you wish to share?

Like with traditional marketing, it is important to develop a strategy as the first step of social media marketing. Strategy helps to give a campaign direction. For instance, choice of platform is vital because different social media platforms contain unique audiences.

## 3.3 Social media marketing

### 2. Planning and publishing

- Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.
- Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

## 3.3 Social media marketing

### **3. Listening and Engagement**

- As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.
- People might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

## 3.3 Social media marketing

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### 4. Advertising

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviours, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media advertising tool to make bulk changes, automate processes, and optimize your ads.

## 3.3 Social media marketing

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### ***Resources for paid advertising***

- **Facebook** - <https://www.hubspot.com/facebook-marketing>

- **Twitter** -

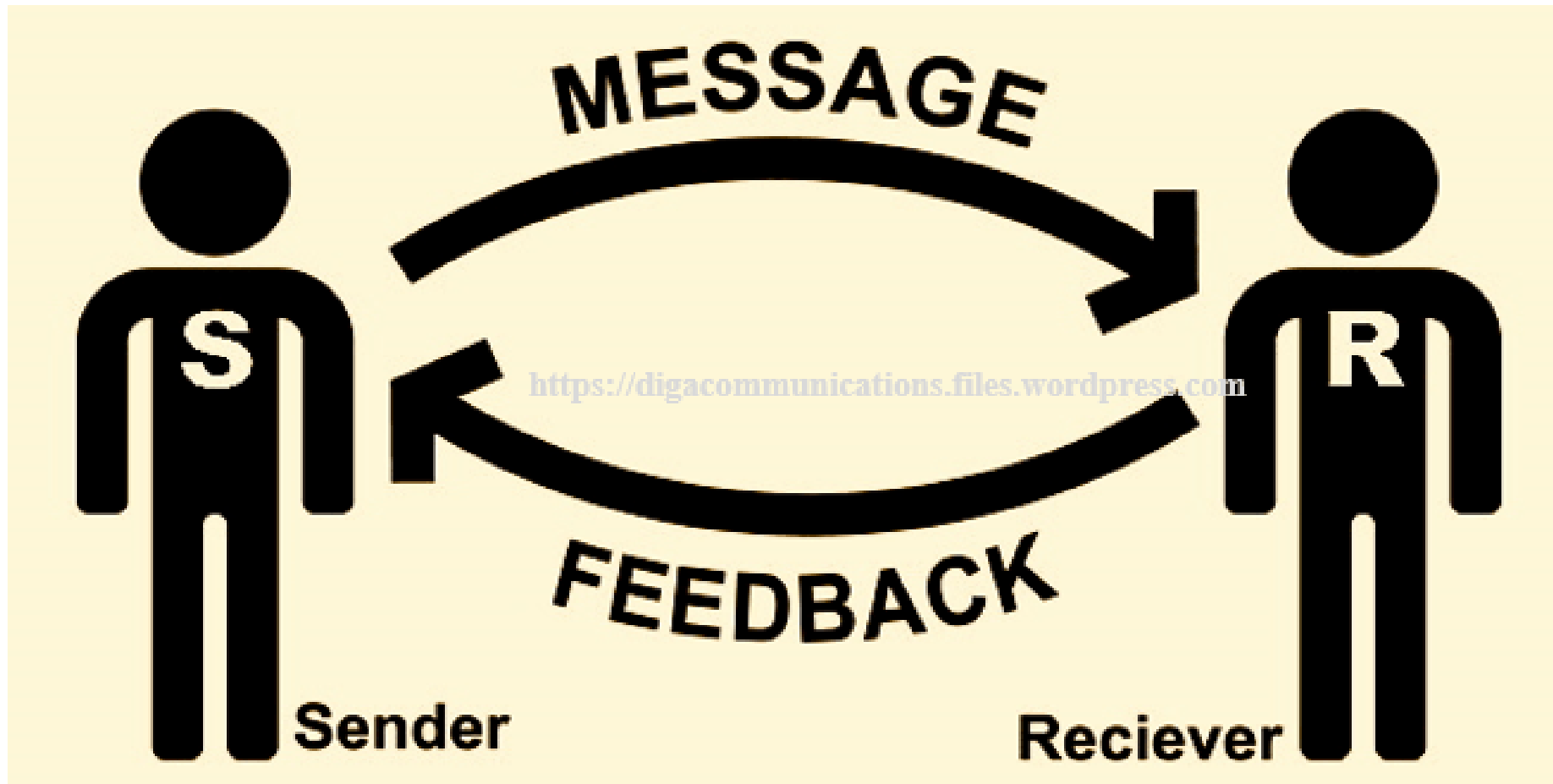
<https://business.twitter.com/en/help/troubleshooting/how-twitter-ads-work.html>

- **YouTube** - <https://www.youtube.com/ads/>

- **WhatsApp** -

<https://www.facebook.com/business/help/447934475640650>

# 4 Effective Communication



# 4.1 Importance of communication

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- Basis of Decision-Making and Planning
- Smooth and Efficient Working of an organization
- Facilitates Co-Ordination
- Increase Managerial Efficiency
- Promotes Co-operation and industrial Peace
- Helps in Establishing Effective Leadership
- Motivation and Morale
- Increases Managerial Capacity
- Effective control
- Job satisfaction
- Democratic Management
- Increases Productivity and reduces costs
- Public relations

## 4.2 Effective communication Skills

The predetermined set of skills required for an influential communication process are as follows;

- **Observance:** A person must possess sharp observing skills to gain more and more knowledge and information.
- **Clarity and Brevity:** The message must be drafted in simple words, and it should be clear and precise to create the desired impact over the receiver.
- **Listening and Understanding:** The most crucial skill in a person is he must be a good, alert and patient listener. He must be able to understand and interpret the message well.
- **Emotional Intelligence:** A person must be emotionally aware and the ability to influence others from within.
- **Self-Efficacy:** Also, he/she must have faith in himself and his capabilities to achieve the objectives of communication.

## 4.2 Effective communication Skills

**Self-Confidence:** Being one of the essential communication skills, confidence enhances the worthiness of the message being delivered

**Respectfulness:** Delivering a message with courtesy and respecting the values, believes, opinions and ideas of the receiver is the essence of effective communication.

**Non-Verbal Communication:** To connect with the receiver in a better way, the sender must involve the non-verbal means communication too. These include gestures, facial expressions, eye contact, postures, etc.

**Selection of the Right Medium:** Choice of the correct medium for communication is also a skill. It is necessary to select an appropriate medium according to the situation, priority of the message, the receiver's point of view, etc.

**Providing Feedback:** Effective communication is always a two-way process. A person must take as well as give feedback to bring

# 4.3 Characteristics of Effective communication

Scott M. Cutlip and Allen H. Centre defined a set of principles, known today as the 7 C's of communication mentioned below;

- Completeness
- Conciseness
- Consideration
- Concreteness
- Courtesy
- Clearness
- Correctness

# 5 Introduction to Netiquette

Netiquette is a combination of the words network and etiquette and is defined as a set of rules for acceptable online behaviour. In this course module, we aim at learning and following these guidelines to help improve our online communication skills.

How one communicates greatly impacts the way your message is perceived. Guidelines like being courteous, and precise go a long way in improving working relationships between colleagues and business partners. Learners should note that these guidelines vary depending on the forum being used e.g., while it is okay to use emoticons via social media, the same cannot be okayed via email.

# 5 Introduction to Netiquette

## *Email Netiquette*

- Share with discretion
- Refrain from personal abuse and offensive comments online
- Don't spam
- Respond to emails promptly
- Write clearly and succinctly
- Remember that your posts are public
- Stay on topic especially when you're new
- Don't expect other people to do your homework for you
- Do not post copyrighted material to which you do not own the rights
- Respect other's privacy

# Pros and cons of e-communication

## *Advantages of electronic communication*

- 1. Speed and Convenience:** It requires only a few seconds to communicate through electronic media because it supports quick transmission. With improvements in internet connectivity and infrastructure, video conferencing tools allow for real-time streaming (with little or negligible lag) across continents.
- 2. Wide coverage:** World has become a global village and communication around the globe requires a second only. With types such as email, people can send messages across the world in a matter of seconds
- 3. Low cost:** Electronic communication saves time and money. For example, Text SMS is cheaper than the traditional letter. With the ever-reducing costs of internet data, electronic communication

# Pros and cons of e-communication

## Advantages of electronic communication

**4. Exchange of feedback:** Electronic communication allows the instant exchange of feedback. So, communication becomes perfect using electronic media. Unlike traditional letter writing, most electronic communication tools allow for immediate feedback or “confirmation of receipt” features. That way the sender is always certain that their message got across.

**5. Mobility:** Devices such as cell phones with mobile communication technology and portable laptops enable people to stay in touch with friends and co-workers at all times. This lets you work and go online in public locations, such as trains and in cafes, and has enabled people to avoid traveling long distances to work from home. It also encourages productivity.

# Pros and cons of e-communication

## Disadvantages of electronic communication

### **1. Social Isolation**

Psychologists are concerned that the lack of real human contact may have an adverse effect on people's emotional and social well-being. Sigman, in a February 2009 article in "Biologist," the journal of the Institute of Biology, said that the lack of real face-to-face contact fostered by online communication could alter gene functioning, interfere with the immune system, adversely affect arteries and impair mental performance. By contrast, personal interaction has a positive effect on our well-being, Sigman notes.

# Pros and cons of e-communication

## Disdvantages of electronic communication

### 2. Cybercrime

Cybercriminals exploit communication technology to steal financial information and perpetrate identity theft. They do this by installing illegal spyware on people's computers without their consent, or by exploiting security vulnerabilities on online merchants' websites to steal customers' bank and credit card details. Hackers also send out phishing emails, which direct customers to a bogus website, such as a fake banking website. Viruses and worms cause computers to malfunction, and hackers sometimes use unwitting people's computers to generate spam email. Firewalls, along with software to halt viruses and spyware, help to deter online criminals.

# Pros and cons of e-communication

## Disadvantages of electronic communication

### 3. Privacy

Communication technology is used to store as well as transmit information. By its essential nature, the technology raises concerns about data protection and privacy. State and federal laws govern data protection, restricting access to sensitive financial or medical information to personnel who have a need to know. However, sensitive information stored on a computer can be compromised through gossip, carelessness or by people who have a grudge against their employers.

### 4. Child Safety

Children may be computer savvy, but technology also exposes them to a number of risks, including graphic sexual images, sexual predators who solicit youngsters on chat rooms and through email, and online

# Pros and cons of e-communication

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# Pros and cons of e-communication

## *Disadvantages of electronic communication*

### **5. Distraction**

Distractions and interruptions caused by electronic communication compromise quality time and can even damage your intelligence quotient, or IQ, according to a 2005 study by Dr. Glenn Wilson, a psychiatrist at King's College London University. Dr. Wilson found that the IQ of people who continuously monitored their email when working dipped by 10 points over the course of the working day, the equivalent of losing a night's sleep. People often feel compelled to check email and text messages even when they are not working and are vulnerable to interruptions from employers and coworkers outside office hours

# The end



**EFFECTIVE** COMMUNICATION