

Media and Public Relations

Training Manual

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# US-Jaycees-logo-white-and-green.pngModule One: Getting Started

Welcome to the Networking and Public Relations workshop. In this workshop, you will get knowledge you need to manage effectively your image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities.

*The public is the only critic whose opinion is worth anything at all.*

*Mark Twain*

Networking and public relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. This workshop is designed to give you practical teaching and hands-on tools that will get you networking once you complete this course.

## Workshop Objectives

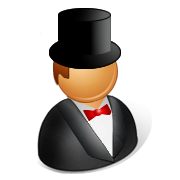
C:\Users\Kimmi\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\JVU559D0\MCj02934740000[1].wmfResearch has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly.

By the end of this workshop, participants will:

* Network for success
* Manage “Meet and Great” opportunities
* Dress for success
* Write effectively
* Set goals
* Manage media relations
* Plan issue and crisis communication
* Use social media
* Deliver effective employee communication

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# Module Two Dressing for Success

Media contact can be a face-to-face event and how you dress can help you make the best impressions. Understanding what is communicated through the clothes you wear will help you develop a wardrobe that will enhance your networking and public relations goals. In this module, you will learn the following:

*Dressing is a way of life.*

*Yves Saint Laurent*

* The meaning of colors
* Interpreting common dress codes
* Deciding what to wear

The meaning of colors is important to know and this should reflect in you’re the clothes you wear.

The Meaning of Colors

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\9MJXCRQW\MC900437176[1].wmfThe colors you wear when networking could send a message you did not want to send. Understanding the basic meaning of colors will help you dress in a way that will help you be more successful in making connections with new people.

Here are some basic colors and their meaning:

* **Red** = action, courage, vitality and confidence
* **Brown** = order and convention
* **Green** = life and well being
* **Blue** = youth and peace
* **White** = cleanliness
* **Black** = stability
* **Gray** = security and maturity

The color you choose will depend on the audience and type of function you are going to encounter. When in doubt, dress with the basic colors (ex. Black, blue or gray).

## Interpreting Common Dress Codes

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\9PDUOZYV\MC900101812[1].wmfMany times, a dress code will be announced for a networking event. Understanding how to interpret dress codes will ensure you will not be the odd person dressed at the event. The three most basic dress codes are appropriate attire, business casual, and business professional.

Appropriate attire presents a challenge to you because what does “appropriate” mean. When meeting people in a business environment, it is best to be on the safe side. Here are some safe guidelines for this type of dress code:

* Wear casual pants or skirts (avoid jeans)
* Button, polo shirt or blouse (a dressy T-shirt may be used, but ones with decorations should be avoided)
* Closed toed shoes (no sneakers)

There will be times when a function has a theme or it is held outdoors. In that case, you may need to confirm if shorts and opened toed shoes are appropriate.

Business casual is more formal and is similar to appropriate attire but without T-shirts of any kind. Khakis and polo shirts are the most common garments worn in a business casual environment.

Business professional is more stringent and may be the most common dress codes for networking events in the business world. Business professional include the following garments:

For men

* Slacks, button shirts with a tie (minimum)
* Jacket
* Shoes with non-rubber soles

For women

* Pantsuits
* Power-suits
* Blouses with tailored skirts
* Professional shoes

If the dress code is unclear, it is best to be a little overdressed that under dressed. You can always remove the jacket, tie, and be business casual.

## Deciding What to Wear

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\39XQYYJK\MC900231590[1].wmfSometimes deciding what to wear is a stressful event. Here is a helpful tip to make deciding what to wear a little easier. It is called **PEAR**.

This acronym stands for the following:

* **Place**- determine where the event will be held. If it is at a fancy restaurant, then you know that business causal or professional is more where you should begin. If it is at a causal place like a grill, then you may be able to go more casual.
* **Environment**- the environment is also a helpful indicator on what to wear. If the event is outdoors on a boat, beach, or golf course, then this could be less formal or require special clothes.
* **Attendees**- who will be attending is another helpful indicator on what to wear. For example, if your CEO will be present then you are better off being more formal.
* **Reason**- the reason for the function is also a key indicator of what to wear. If the function is reunion of professionals, then you should be dressed according to that line of work.

PEAR is a helpful guideline on how deciding what to wear. The next time you are invited to a particular function you should ask questions that help answer the PEAR model. The answers will give you a better understanding on what to wear.

# US-Jaycees-logo-white-and-green.pngModule Three: Writing

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\MP321RS9\MC900198209[1].wmfYour written communication leaves a lasting impression on those who read your documents. Writing is a large part of your communication and it should be done well. Great written communication will help you demonstrate your value and ability to convey ideas. In this module, you will learn the basic structure of the following types of written communication:

*Easy reading is damn hard writing.*

*Nathaniel Hawthorne*

* Business letters
* Proposals
* Reports
* Executive summaries

Business letters can be used in many situations. Let’s begin with this form of written communication first.

Business Letters

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\FZCJR17Y\MC900384026[1].wmfEffective writing is essential in networking. Many times, you will need to following up with a contact by writing a letter. The business letter is the most basic form of written communication. Understanding the elements that make up a business letter will ensure you are writing at the minimum standard.

There are seven basic elements to a business letter. They are the following:

* **Letterhead** or return address
* **Date**- type this two to six lines below the letterhead/return address. Type the date out and avoid using the numerical format (ex. MM/DD/YYYY).
* **Inside address**- this is the address of the recipient. The first line should include the recipient’s name. This is then followed by their address.
* **Salutation**- if you know the person’s name use Mr., Mrs., or Ms., and their last name only. Remember if you are writing to a doctor, use Dr.
* **The body of the letter**- try keeping this brief and specific. Business letters should not be too long. You should use double spacing between paragraphs. This will give your letter a better appearance.
* **Complimentary close**- there are many ways to close your letter. To make it simple, use “Sincerely”. This is a happy medium between very formal and informal.
* **Signature block**- after you complimentary close, add three spaces and then type your full name. The spaces give you an area to sign your name between the complimentary close and your typed name.

All these elements should be on the left side of the page and in block format. Using this basic format will ensure your letter will look professional. If you are enclosing an item with your letter, remember to add the word “Enclosure(s)” near the bottom of the page. This will tell your recipient that there is an item included in the envelope.

## Writing Proposals

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EOAYJ771\MC900212061[1].wmfA proposal is a useful tool in communicating your ideas to decision makers in and out of your organization. There are many reasons to write a proposal. You may wish to resolve an organizational problem or propose a new idea that will help your company be more successful in the marketplace. Perhaps you need to propose your product to a client. In general, your proposal should be detailed enough to make a decision, but brief so busy leaders will not put it aside because it is too wordy.

The goal of the proposal is to evoke a decision to move forward into a project or purchase. Of course, how your organization, department, or client handles projects/purchases is something to consider. The key to writing good proposals is being consistent. A format is the best approach. Here are eight basic elements to a proposal:

1. Summary: this is a brief and concise statement of your request along, including information about yourself, your overall plan, what you need in terms of resources and money.
2. Introduction:

* History
* Accomplishments
* Company background, vision, and mission

1. Problem/Need Statement: state the specific problem or need. Explain how your proposal will correct or meet that need. Use data as applicable.
2. Objectives:

* Objectives should be derived from you problem or need statement.
* State as outcomes and benefits you anticipate.
* Make objectives time limited, measurable, about changes, and quantifiable.

1. Methods: tell specifically what you plan to do. Why you want to do it and how you plan to resource your project with people.
2. Evaluation: discuss how you plan to measure success.
3. Funding needs: provide a cost/benefit statement. Also, if possible, provide how the project will bring a return on the investment.
4. Budget: provide a summary of how you plan to use the funds.

## Reports

Reports are used to discuss findings or results. Reports can range in length due to the complexity of what the report is trying to communicate. Reports are used to communicate to organizational leaders all the information they need about an issue or result. Reports are meant to present as much fact as possible in a concise format. Management may use your report to make decisions.

The goal is to write reports that are compelling and accurate. Proper language, grammar, and spelling are essential. The language in your report should be objective and written in the third-person. Avoid exaggerating the report for effect. The report should not evoke emotions. In fact, your report should be persuasive by the factual content and the level of detail. Reports that appeal to emotion may be discarded.

When writing reports, remember the following elements to a report:

* **Title section:** this could be a title page or it includes a table of contents if the report is lengthy.
* **Summary:** this section should contain a concise description of the main points, conclusions, and recommendations.
* **Introduction:** in this section, you should provide the background of the situation or problem and demonstrate to your target audience the importance of this report. Give a brief description of how the information is arranged. Keep the language simple in this section.
* **Main body:** this portion of the report may contain several sections with subtitles. You may use technical words or jargon, but try to define concepts as you go along. Remember to arrange your data logically. Prioritize your information with the most important facts first.
* **Conclusion:** your conclusion should be logical and should strive to pull the investigation together. You may also provide options for the future. Remember to write this section like the introduction, in plain English.
* **Recommendations:** provide a suggestion. Make a clear and determined statement in plain English.
* **Appendices:** in this area, you will put your technical data that supports your report. The language here can be very technical.

## Executive Summaries

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\9PDUOZYV\MC900047852[1].wmfThe executive summary is a short report that can be placed at the beginning of a larger report or it can be presented as its own document. The executive summary presents only the most important information to executives, managers, and or supervisors.

In order to be successful writing an executive summary, your document should leave your reading audience with the following understanding:

* Nature of the subject
* Essential points
* Decisions needed
* Alternatives with cost and benefits
* Your recommendations
* Sources of additional information

Here is a brief outline of what should be included in your executive summary:

* Title page
* title
* version
* author(s)
* abstract (very brief)
* Body
* Every page has a footer with the following elements:
  + - subject
    - version
    - author(s)
    - running page number *and* total number of pages
    - The title page is page 0 (or more properly, page i).
* References

Here are some recommendations the style of your executive summary:

* Be succinct
* Use a very structured format for the layout of your summary
* Design your summary so it can be placed onto a slide for presenting
* The reference page should always begin on a new page

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# Module Four: Media Relations

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\MP321RS9\MC900335969[1].wmfManaging media relations is another facet to networking. In this module, you will learn how to leverage the following type of media:

*Television doesn’t make stars. It’s the written media, the press, that makes stars.*

*Chevy Chase*

* Television
* Print
* Web, blogs and the Internet

Let’s see how you can leverage television in your networking strategy.

## Television

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\1JXY5E11\MC900353964[1].wmfIf you are lucky, you may have an opportunity to speak on a television program as an expert or other resource. However, you may not want to rely on luck. You may be able to create an environment that can get you on a television news program. Using the news media could help increase your network exponentially and across the country.

There are six steps to prepare and get your message on television.

1. **Create a brand.** Develop a message that tells who you are, what you do, and why you are unique. The media wants to find someone interesting and ready to talk at a moment’s notice. You should have materials ready for the press to use and this should be aligned with your brand message. You can search the Internet and find press kits that will help you structure your information for the press.
2. **Develop your elevator speech.** An elevator speech is a 30-second advertisement about you. This is also called a pitch. You should make your message concise, but reflecting your passion in what you do. Short pitches are more effective. Remember, the media has a short attention span. Be ready to deliver you pitch at any time.
3. **Seek out the media.** Use the Internet to find many ways to research media that may be out looking for your information. Take names down of producers of programs and attempt to contact them. When you do get a chance to connect with a producer always, compliment their work. This way you demonstrate your interest and the time you invested in researching him or her.
4. **Respond immediately.** If you do get the chance to speak to a media contact, you should respond immediately. Make sure the contact information you give is one that connects to you directly or that you can check many times throughout the day.
5. **Be prepared.** Have your information and materials always updated and ready. You may never know when you will get that call.
6. **Keep it simple and fresh:** Don’t complicate your message and materials. Keep it simple and you will find that when it comes time to be on television. Practice your message periodically so you remain sharp.

## Print

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\9PDUOZYV\MC900056774[1].wmfPrint media comes in many forms. There are magazines, newspapers, billboards, etc. Unlike television, print media is easier to access. Here are both advantages and disadvantages to using print media that you should consider.

Print media typically has a more consistent base of readers than say the Internet. If you choose to use a magazine or newspaper for your print media resource, the consistency of readers is easier to see. In addition, print media allows you the ability to select where you want your message to appear geographically. Print media also provides flexibility in the size or space of the advertisement. Print media outlets like magazines and newspapers specialize in drawing attention to your advertisement.

On the other hand, print media can be very expensive depending on what type of media you use. Print media also limits your ability to larger audiences. Print media requires physical contact in order for the readers to access your message. Another drawback is the planning you may need to get on a particular publication. There are usually strict cutoff times for your message to be placed on an ad. Finally, your message may be overlooked among the other ads.

Nonetheless, print media is a very viable option for a local market and provides varying degrees of pricing. The best thing to do is to plan well and understand the print media is one of many other options you can use to reach your audience.

## Web Presence, Blogs & the Internet

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\9PDUOZYV\MC900325214[1].wmfThe World Wide Web is a place where almost anyone can create a presence. The Web is a way of accessing information. It is an inexpensive method in getting your message out to an endless audience around the world.

The idea of creating a space with a collection of related files is called creating a Web presence. Many times, this is called a Website. At the most basic level, a Web presence is a collection of files on a specific subject. The first file of the Web presence or site is called the home page. The home page provides a starting point that allows the viewer the ability to navigate the other files.

For companies and organizations, the Website provides various tools for their clients to conduct business. For an individual like yourself, you can create a Web presence that allows you to share ideas and resources with your audience. These personal Websites are called blogs. Blogs are typically an online diary. However, if you want to network effectively, your blog should be a place that creates dialogue and sharing with your visitors.

Today, setting up a blog is relatively easy. Here are some basic steps to creating a blog.

* Buy a domain, which is your Web address.
* Your hosting company usually offers a basic package with you Web site that includes a blogging application.
* Setting up your blog would take a few steps and your Web hosting company would provide the instructions.
* You need to practice using the blogging application, but once you gain the understanding, you will be writing content in no time. If you have the budget, you may hire a writer to help you update your blog.

Once you have set up your blog, you can place your Web page address on your business cards and share the site with whomever you meet.

# US-Jaycees-logo-white-and-green.pngModule Five: Issues and Crisis Communication Planning

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\31B2RP17\MC900363290[1].wmfAt times, you may be confronted with a pressing issue or crisis. Planning for such situations will help to position you favorably in what may be a time where chaos is prevalent. Having a plan before a crisis occurs will help you take better control of the situation and project confidence to your audience. In this module, you will learn the following:

*A crisis is an opportunity riding the dangerous wind.*

*Chinese Proverb*

* Gauging the crisis level
* Provide feedback and insight
* How information will be distributed
* Track overall effect

Each of these topics will help you be prepared for those times when a crisis occurs. Let learn how to gauge the crisis level first.

## Gauging the Impending Crisis Level

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\FZCJR17Y\MC900070979[1].wmfBeing ready to confront a crisis is an opportunity for you to demonstrate your value and leadership, increasing your network. During a time of crisis, you will meet many people quickly. They can be local officials or top leaders of your organization. Being caught off guard will leave you paralyzed and contribute little value to the situation. When a crisis occurs, gauging the situation is essential in order to determine who extensive the problem is.

Once you gauge the crisis, you are able to determine action. In addition, you may be able to lend insight to the crisis response team or become a part of a crisis response team. Remember that you should remain calm during a crisis so you can be seen as a leader.

Here are some simple steps to gauging a crisis when it occurs:

* What happened? Sometimes the initial reports are inaccurate and sketchy. Your goal here is to determine what actually happened. Ask several resources and contacts. Take notes and compare the information. If you see discrepancies then the crisis has not been clearly assessed yet. Continue until you obtain consistent answers.
* Why did it happen? The reasons for the crisis may not be easy to determine. However, gaining this information could avoid more problems to occur and reduce further damage.
* Who is impacted? This is essential to obtain because anyone involved in the crisis will need some form of communication management to happen. If customers are affected, then you may need to make an announcement to the public. If employees are involved, you may need to contact their families. Identifying who is impacted is essential and this demonstrates your caring of others.
* What are the ramifications? Once you obtain the first three pieces of information, you will need to sit down and determine the ramifications. Here are some things to consider:
  + What is the legal or liability involved.
  + What is the cost of correcting or dealing with the crisis?
  + What damage to the company image will occur?
  + What affects does the crisis have with the ability for the company to run normally?
* Who is liable? Determine if your company or someone else is liable and seek legal counsel as soon as possible.

## Providing Feedback and Insights

C:\Program Files (x86)\Microsoft Office\MEDIA\CAGCAT10\j0233018.wmfProviding feedback and insight on a crisis is a delicate job, but doing it right will increase your credibility, allowing you to meet more people and increase your network. However, you must be credible first. In today’s technology, people become quickly educated on a topic via online search engines and virtual resources.

The key to giving good feedback and reliable insight is to be knowledgeable about the crisis through quick data gathering. You can use the Internet and other sources that will give you the information you need to understand and make competent comments when necessary.

When a crisis occurs and you have gauged the situation, begin using the **RUN** technique so you can gaining the information you need to formulate an assessment and provide clear insight.

RUN stands for the following:

* **Research** and gather as much information about the crisis as possible. Try to find similar situations that you can draw parallels from and determine how they apply to the current crisis.
* **Understanding** of all parties involved is necessary. Try to see all points of view so you can provide unbiased feedback and insight. If you are clearly favor one side, you will find it difficult to connect with all parties involved. Understanding demonstrates your care for people, which will help to de-escalate the situation.
* **Neutral point-of-view** is necessary. When giving your thoughts and insight about a crisis, providing a neutral point-of-view is necessary if you want your message to be heard. Avoid blaming others. Instead, be calm and factual with your feedback. Avoid speculation and know your limits. If the crisis requires legal advice, then do not speak on topics that may be sensitive.

## How Information Will be Distributed

Waiting for a crisis to begin planning your communication is the wrong time to do this. In a crisis, you will have little time to sit down and think of all the people that need communication when a crisis occurs. In fact, some crisis may only require specific people to be contacted.

You should plan your communication for a crisis in advance. This way you can brainstorm different situations and determine whom all needs to be reached. Furthermore, you can plan what type of information should be sent to the recipients and how they receive it.

A communication plan is a simple way of organizing the communication process when a crisis happens. It should be done in advance and kept in an accessible place for you or someone who is your backup in case you are not available.

The basic communication plan includes the following elements:

* Party to contact
* How should they be contacted (ex. email, letter, phone or in person)
* What should be communicated
* When should they be communicated
* Who is responsible or owner for communicating to that party
* The date this party was actually contacted

The communication plan is invaluable in a time of crisis. Make sure to update the plan as contacts change or risks occur.

## Tracking the Overall Effect

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\OVV8IZ9R\MC900215191[1].wmfOnce a crisis happens, it is a good practice to monitor its effects on the organization. There are many areas to monitor. Neglecting to monitor the situation could lead to negative information to circulate, damaging the image of your company.

A good method in tracking the effects is to scan the environment. The easiest way is to use search online to see what is being said about the situation. The results of a search engine are usually prioritized by popularity. If you do not see your company in the first few pages of a search engine results list, you can at least rule out the Web for now. However, you should monitor the Web for several weeks after a crisis.

If you do find results that related to the crisis and your company, you should monitor the reaction and respond to those reports that are damaging. A simple tool you can use is a tracking sheet.

The sheet contains the following fields:

* Date
* How the data was found
* Name of the source
* What was said
* Popularity of the source
* How does this affect your organization
* Can you respond to the source

In today’s age of social media, it is good to monitor social networking sites for blogs and comments about your company crisis. Many times, you cannot directly change the information being reported on these areas. Monitoring that outlet gives you the ability to prepare for any repercussion it may cause against your company.

# US-Jaycees-logo-white-and-green.pngModule Six: Social Media (The PR Toolkit)

Social media is a powerful tool that can increase the scope of your network greatly. Understanding the various types of social media outlets will help you formulate a strategy that can employ one or more of these tools. In this module, you will learn about the following social media tools:

*Social networking sites like MySpace, Friendster and Facebook have literally exploded in popularity in just a few short years.*

*Mike Fitzpatrick*

* Blogs
* Wikis
* Podcasts
* Social bookmarks
* RSS feeds

Each took brings its own unique advantages. We will begin with a common tool called a blog.

## Blogs

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YJGCFYP\MC900434671[1].wmfA blog is short for a weblog, which is a journal made available on the Internet. Blogging is the activity of updating the blog. The journal is in chronological order and the blog could contain pictures and other media for sharing. A blog is a powerful tool for networking. You can easily share your blog Website address with others and they can view your ideas in detail from the comfort of their computer.

The blog authoring is a relatively easy system to use. You can design the blog to take comments from your readers. You can also provide an email for your readers so they can contact you. Unlike a traditional Website, a blog uses very few pages. Instead, the author adds posts and the page becomes longer as the posts increase. Blogs can archive past posts into month categories or topics.

Blogs provide a way for a person with little technical skills to create a webpage and share information with little training and expense.

## Wikis

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\FTRMPN7N\MC900233317[1].wmfA wiki is a database that contains pages that a visitor can edit. The comments on a wiki build the page. It is a system of sharing an adapting the page as the comments are entered. Usually there is a moderator to a wiki. They approve the comments before they are added to the page.

For networking, wikis make it easy to exchange ideas and data on any topic, projects, etc. Wikis also provide a venue for those who are intimidated by speaking with others face-to-face. The drawback to wikis is the validity of some information. Since wikis are built on comments from virtually anyone, the information going into one may not be accurate.

Overtime, the more comments added to a wiki page, the more accurate a picture you get. Wikis are great for connecting with someone in your line of work or industry. There are large wiki communities out on the Web and they are mostly free to use. This is a great way to expand your network.

## Podcasts

Podcasts are audio or video files that are to be viewed on your computer or downloaded onto a portable device. If you are able to create videos or audio files and make them downloadable files, then you can create podcasts.

Podcasts are usually series oriented, meaning they usually have several podcasts discussing one topic. The files are usually on a server or Webpage. The viewer or listener goes to the page, accesses the media, and downloads them to their computer for viewing or listening.

Podcasts are useful if you are comfortable talking into a microphone or a camera. Some communication experience is helpful in making your podcast look professional. In addition, you will need to plan the flow of you content before you record.

## Social Bookmarks

Many times, you may want to share great information found on Websites you encounter throughout your life. Social bookmarking is a way for you to organize these links onto a Webpage and share it with others.

The social bookmarking system allows you to save links to web pages for sharing with others. These bookmarking pages can be public or private. The latest version of bookmarking Website allows your visitors to rate your links and leave comments, giving you the ability to engage in virtual conversations with others. Sharing great information helps to build your network.

## RSS Feeds

A Really Simple Syndication or RSS is a feed that transmits updates from subscribed Websites. This is a useful tool when a Website is constantly updated. Websites that offer this feature usually has the RSS symbol that when clicked adds it to your web browser as a feed.

For networking, you should add this feature to your web pages and blogs. This way your contacts will receive the latest updates on their computer and they do not have to navigate back to your page. Adding this feature usually involves a click of a button to add and it runs itself once installed.

This is a very powerful way of staying connected without having to push information out to others. Adding this feature will saves time, leaving you more time for other networking activities.

# US-Jaycees-logo-white-and-green.pngModule Seven: Member Communications

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\MP321RS9\MC900290795[1].wmfCommunicating to your employees is a crucial part of your network. In this module, you will learn the following topics on employee communication:

*Communication works for those who work at it.*

*John Powell*

* Verbal communication
* Non-verbal communication
* Email etiquette
* Negotiation skills
* Making an impact

Poor communication to your employees could lead to uncontrolled negative message about you. Increasing your effectiveness with employee communication will help reinforce your network and leverage the word-of-mouth power you employees have to your benefit.

Understanding each concept presented in this module will enhance your networking strategy through your employees. Verbal communication is our first topic in this module.

## Verbal Communication

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\3YJGCFYP\MC900215488[1].wmfVerbal communication is the art of being able to say something with the least words possible. The listener retains about 10 percent of what you say. Keeping your verbal communication short and simple makes you a better verbal communicator.

When communicating verbally, your word choice is important. Words will have different meaning to different people. Using long and difficult words or jargon alienates your audience. Demonstrating how well you know hard words distract your listeners.

In short, the acronym KISS will help you remember to Keep It Short and Simple.

## Non-Verbal Communication Skills (Body Language)

What you do not say is sometimes more important than what you do say. Your non-verbal communication tends to dominate your message. When communicating with your employees face-to-face your body language and posture is what influences most of your communication.

Having knowledge of how non-verbal communication works is essential because it will help you monitor what you are projecting to your employees. Furthermore, understanding non-verbal communication will help you identify issues that may not be openly discussed verbally.

There are two basic categories of non-verbal communication.

1. Static Features are those that deal with the following aspects of non-verbal communication.

* Distance—the amount of space between people could indicate attraction, conflict or avoidance.
* Orientation—how people place themselves (ex. face-to-face, side-by-side, etc.) indicates their attitude towards the other person. For example, a side-by-side orientation could indicate a collaborative attitude.
* Posture—how a person carries himself or herself is another indicator of their attitude. A closed posture (ex. arms crossed) could indicate a formal attitude.
* Physical contact—behaviors like shaking hands demonstrates a willingness to engage the person. Avoiding any contact could be interpreted as apprehension. As a manager, you should always keep physical contact at a minimum or only when necessary. Others can misinterpret physical contact.

1. Dynamic Features are those that are observed as the person is talking or interacting with another person. Here are some of the basic non-verbal communications in this area.
   * Facial expressions like smiles, frowns, yawning, etc.
   * Gestures—clenched fists indicates tension
   * Looking—poor eye contact could be seen as avoidance

Understanding all the possible non-verbal communication signals takes time to learn. The main thing here is to understand that using positive non-verbal communication. Having positive non-verbal communication will evoke trust from others and strengthen your network.

## Email Etiquette

C:\Users\Darren\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\9MJXCRQW\MC900340104[1].wmfReceiving and responding to email is a large part of a manager’s job. Using proper email etiquette will ensure you are not offending others or being rude. The email you send can be forwarded and remain in the inboxes of your recipient indefinitely.

Here are some tips to ensure that your emails are well-written and displaying good email etiquette:

* Avoid using email to write a long letter. Most people will not read the entire email if they have to scroll through it.
* Avoid getting straight to the point to your email. Do not forget to be polite and use common courtesies. For example, before asking for what you want, ask how they are or how was his or her weekend.
* Do not use shorthand or text messaging abbreviations in your emails.
* Make sure to use spell check and that you use proper grammar in your emails. Remember your written communication speaks volumes about you.
* Remember to say please and thank you.
* If you are contacting someone who is unfamiliar to you, avoid using his or her first name. Instead, use Mr., Mrs., etc.
* Never type your email in all capital letters. This is seen as screaming and is difficult to read.

Following these simple guidelines should help you write effective and polite emails, demonstrating once again that you care about others. This is the key to building a strong network.

## Making an Impact

Making an impact on others does not take a lot of effort. You do not have to be flashy or constantly be funny. In fact, the most impact is made when you demonstrate a sincere interest in the other person. Being genuine with others creates the most impact. Being very polished could be seen as insincere, hindering your impact.

Here are some simple ways to create impact with others:

* **Be a listener.** Listen more than you talk when engaging a person. People like to be heard and understood. In addition, being a listener gives you the ability to identify needs, which enables you to be a helper in those situations. Finally, listening to other people’s advice and recommendations demonstrates you value his or her thoughts, which creates a huge impact on them.
* **Be a networker that networks both up and down.** Do not just limit your networking to those people above you. This will be seen as self-serving and limit the impact you have on others. Remember to network with people at the entry level or with those who have nothing to do with your business.
* **Be a seeker of feedback.** Asking for feedback demonstrates your attitude towards learning and improving. Coming across as a know-it-all will create barriers. Be humble and ask for help and feedback, as this will let you know how you did. People will see you as confident yet willing and open to feedback. This is powerful in the workplace.
* Be ever enthusiastic about other people. Remember that networking is about other people and not about you. If your intent is to further yourself, you will not have any impact. Making other people better because of you creates an impact in other people’s lives. Be enthusiastic about this and always smile when doing so. This will create the most impact.

# US-Jaycees-logo-white-and-green.pngModule Eight: Wrapping Up

Although this workshop is ending, we hope that your journey to improve your Networking, Media, and Public Relations skills is just beginning. Please take a moment to review and update your action plan. This will be a key tool to guide your progress in the days, weeks, months, and years to come. We wish you the best of luck on the rest of your travels!

*Knowledge comes, but wisdom lingers.*

*Alfred Lord Tennyson*

## Words from the Wise

* **MC900370486[1]Bob Burg:** The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person’s needs ahead of their own.
* **Johan Arndt:** Informal conversation is probably the oldest mechanism by which opinions on products and brands are developed, expressed, and spread.
* **Aldous Huxley**: Experience is not what happens to a man; it is what a man does with what happens to him.