

Etiquette in the Digital Age

A Business Etiquette Webinar

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phone details or use your computer.**

June 24, 2010

Twitter hashtag #bwevents

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- Are Americans ruder today than 20 or 30 years ago? ■ 69%
- On a frequent/occasional basis, do you encounter people using their cell phone rudely? ■ 89%
- Have you used your cell phone in a loud or annoying manner in the past few months? ■ 8%

Whenever two people come together and their behavior affects one another, you have etiquette.



The good communicator
is a good listener.

Top Communication Guidelines

- Be aware if it is public or private.
- Proofread: The focus is on your mistakes.
- Pay special attention to proper names:
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- You cannot hide or salvage the poor ones.

E-mail

It's been a difficult week.

Finally, you get home, and in an email you vent to a friend/co-worker about your boss. The next day you realize your friend/co-worker has sent you and everyone else in your office, including your boss, a reply.

5 Tips for Email Communications

1. Let it simmer.
2. Your subject line is your first impression.
3. Grammar and word choice matter.
4. Be conscious of your voice:
 - ALL CAPS
 - Emoticons 😊
 - Txt msg spk
5. Salutations, closings, and signature blocks.

When Words Alone Are Your Image

- In the absence of facial expressions or tone of voice, interpretation defaults to the negative.
- Don't use email or IM to avoid a difficult situation.
- Pick up the phone or visit someone in person if email communication becomes strained or tense.

- Email, phone call, or handwritten?

- Choose handwritten thank-you notes for:
 - Gifts, substantial favors, special meals
 - Major opportunities
 - Relationship milestones

Writing Thank-you Notes

- Use the date and a salutation.
- State your thanks or appreciation, especially for a gift or meal.
- Mention something specific to the situation or conversation.
- Indicate your next actions, if appropriate.
- Thank again and use a closing.

Cell Phones and Office Telephones

I was meeting with a colleague in my office. My phone rang and I answered it. It was an important client and I proceeded to talk with her for the next ten minutes.

- Respect the people you are with.
- Be prepared.
- Speak clearly.
- Listen carefully.
- Identify yourself at the start of the call.
- Speaker phone etiquette at your desk:
 - Close your office or conference room door.
 - State you are on a speaker phone.
 - Identify all people who are in the room.
 - Be careful when using the mute button.

What is the number one complaint that workers identify about co-workers in a cubicle farm or open office environment?

Talking too loudly on the telephone.

At an important meeting a cell phone begins ringing. After the second ring everyone realizes that it is your phone. You would:

Five Smart Phone Tips

1. Control it; don't be controlled by it. Any time that use will bother others, turn it off.
2. If it must be on and it could bother others, use the silent ring mode and move away to talk.
3. Inform in advance if you are expecting a call while with others.
4. Don't use a smart phone in a meeting.
5. Don't store confidential information on it.

Do you think it's rude
for someone to text
during a social event?

■ 63% say it's rude

Sept. 2009 Rasmussen Reports national telephone survey

You Are The Etiquette Expert

At a recent business lunch, the client I was with wouldn't stop interrupting our conversation to reply to messages on her phone. She even took a call from her office at the table.

Am I wrong to be offended? What should I have done?

Social Networking

- Know your technology.
- Treat these pages as public.
- Your page is an extension of your image, both personal and professional.



You Are The Etiquette Expert

Is it okay to friend a new client on LinkedIn? On Facebook?

Workplace Etiquette

- Only use headphones or earbuds to listen to music if the company policy permits it.
- Keep the volume turned down so you don't miss calls, and so people don't have to shout to get your attention.
- Take the buds off when talking to others (don't have them hanging around your neck or, even worse, leave one in!).

- Keep cell phones off or set to vibrate or silent.
- Take personal calls in a private area.
- Don't use email or IM to avoid a problem.
- Keep shared calendars up to date and include private appointments that affect work time.
- Use salutations, please, and thank you in emails.

Thank you!

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