

Professional Communication, LOL! 🤪✌️

04-27 Professional Digital Communication



Do Now - 5 Minutes!

- ✦ **Using complete sentences, write a few paragraphs to address the following:**
 - ✦ **Does the way you represent yourself online differ from the way you represent yourself offline? What is similar and what is different about your online and offline selves?**
 - ✦ **If a college admissions officer were to examine how you present yourself online, what conclusions about you do you think they would come to?**

Formal vs. Informal Styles

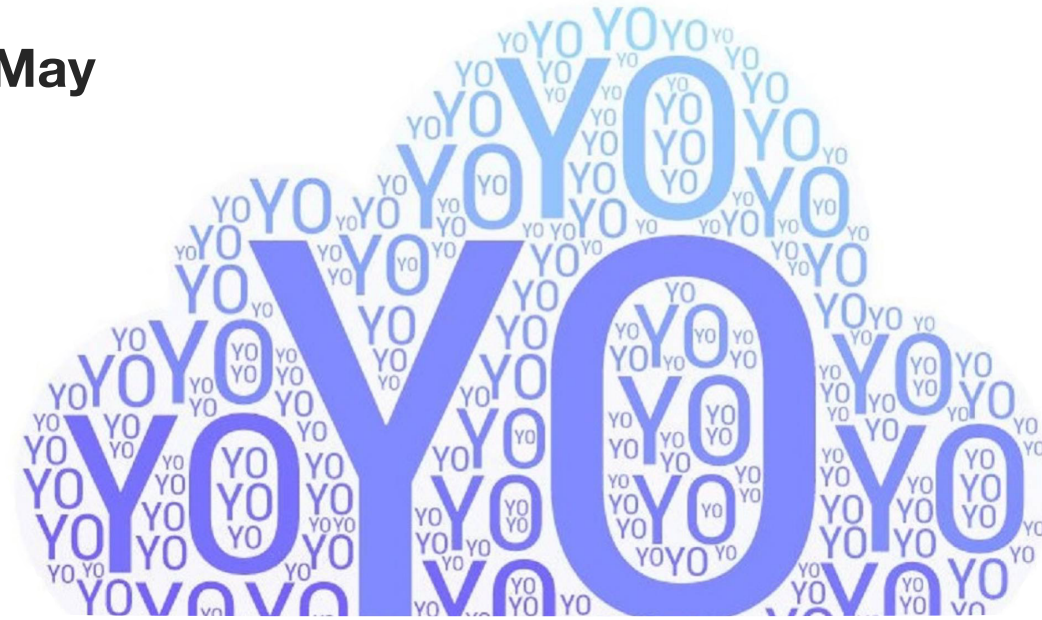
- ✦ **What does it mean to be formal?**
- ✦ **What are some instances when you would want your writing to be formal? Informal?**
- ✦ **Informal**
 - ✦ **Written to friends and family**
 - ✦ **Accuracy and grammar (spelling and punctuation) are not important**
 - ✦ **You can make up your own rules**
- ✦ **Formal**
 - ✦ **Written to a professor, colleague, boss, etc.**
 - ✦ **Must always be professional**
 - ✦ **Accurate grammar, punctuation, and spelling necessary**

Formal vs. Informal Styles

Informal	Formal
Hiya! WYD? HMU!	
	Hon. Senator Johnson, I am writing today to express my sincere opposition to the Healthy Pasta bill coming to a vote next week.
... C ya!	... Sincerely, Joanie Mitchell

Formal Email Formatting - Salutation

- ✦ **Should be similar to salutation in a formal letter.**
 - ✦ **Don't know the person by name? “To Whom it May Concern”**
 - ✦ **Applying for a job? “Dear Hiring Manager” or similar**
 - ✦ **Know the recipient's name? “Dear Mrs. Von Trapp”**
 - ✦ **Don't use the recipient's first name or informal greetings**





Formal Email Formatting - Body


- ✦ **Be concise!**
- ✦ **Get straight to the point.**
 - ✦ **“I would like to commend your customer service agent, Dot Warner, for her assistance last week. I called to...”**
- ✦ **Try to keep it short.**
- ✦ **If you are looking for a response, include questions.**
- ✦ **End with a “thank you” or a call to action**
 - ✦ **“Thank you for your consideration in this matter.”**
 - ✦ **“I would appreciate it if this matter could be taken care of promptly”**



Formal Email Formatting - Closing

- ✦ **Can be the same as the closing to a formal letter. However, unlike the salutation, there are more options for a closing.**
 - ✦ **Thank you**
 - ✦ **Best regards**
 - ✦ **Sincerely**
 - ✦ **Yours**
- ✦ **Followed by your full name and contact information.**
 - ✦ **Sincerely,
Clark Kent
Reporter - Daily Planet
(212) 867-5309**

Do's 😊 and Don'ts 😞

<u>Do</u>	<u>Don't</u>
Use an informative subject line - "Regarding Automotive Technician job posting"	Write "Hi!" "hello" or something ambiguous for your subject
After the greeting write the most important information first. GET TO THE POINT!	Write about irrelevant stuff.
Use numbers or bullet points to make the message clear.	Give out unnecessary personal information. You don't know who this email will end up with.
Short sentences	Use different fonts and colors
Use paragraphs to keep things clear.	 <p>Emoji. Don't. If your sentence might be misunderstood without a winking smiley at the end of it, rewrite the sentence to be clear.</p>
Proofread it at least twice. Get a second opinion if possible.	DON'T USE SLANG (or write in all caps).

HOW TO WRITE AN E-MAIL TO YOUR INSTRUCTOR OR T.A.

From: Student
To: Instructor/TA

MY NAME IS NOT "HEY," "YO," "SUP" OR "DUDE." USE A PROPER GREETING!

"hey"

BEFORE ASKING YOUR QUESTION, ALWAYS CONSULT:
A) THE SYLLABUS
B) COMMON SENSE
C) THE SYLLABUS

OMG, WHAT ARE YOU, 14? WRITE FULL SENTENCES! THE INTERNET HAS ENOUGH BANDWIDTH.

lol, when is your office huors?

IT ONLY TAKES A SECOND TO SPELL CHECK! SERIOUSLY, YOUR TIME IS NOT THAT IMPORTANT.

btw, where is you're office?

SIGN YOUR NAME! THIS ISN'T CHAT AND WE ARE NOT FRIENDS.

AAAAHHH!! HOW DID YOU GRADUATE FROM HIGH SCHOOL!?

IT'S IN THE SYLLABUS!!!

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DIY

- ✦ **Pick one of the four scenarios on page 2**
 - ✦ **Write your own formal email in the space provided.**
 - ✦ **Be sure to follow all the do's and don'ts we've covered.**
 - ✦ **Swap and proofread and give feedback.**
 - ✦ **Remember feedback should always be respectful!**
- ✦ **When finished, send actual email to (insert your email address here).**
 - ✦ **Don't forget an appropriate subject line!**