**Training Fiche Template**

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| **Title** | Net-iquette in business contexts | |
| **Keywords (meta tag)** | Net-iquette, effective communication | |
| **Language** | English | |
| **Objectives  / Goals / Learning outcomes** | * Understand the importance of netiquette * Learn how you should run a business communication * Know more about different tools for online business communication * Be aware of the most common mistakes in online business communication | |
| **Training area: (Select one)** | | |
| **Online / Digital Marketing / Cyber-Security** | |  |
| **E-Commerce / Financing** | |  |
| **Digital Well-Being** | |  |
| **Smart work / Digital Nomads** | | **x** |
| **Description** | Effective online communication is crucial in real-life business commitments and relationships. In the digital era, business actors should master all tools for online communication such as emails, instant messaging, social media and video calls. | |
| **Contents arranged in 3 levels** | 1. **Net-iquette in business contexts**   **1.1 Basics of online communication for SMEs**  1.1.1 What is Netiquette  1.1.2 Emails for business communication  1.1.3 Instant Messaging for Business Communication  1.1.4 Social Media and Business Communication  1.1.5 Video calls for business communication | |
| **Self-evaluation (multiple choice queries and answers)** | 1. **Netiquette consists of:**   **a.- Rules/customs for good online communication**  b.- rules/customs only for business communication  c.- any rules/customs for general communication   1. **What can be considered impolite in emails?**   a.- write long sentences  b.- share large files  **c.- Using all caps**   1. **How instant messaging communication can be effective?**   a.- with extensive use of acronyms  **b.- writing short texts**  c.- with widespread use of emojis   1. **Social media can help to:**   **a.- reach a great number of people**  b.- advertise products/services only locally  c.- advertise products/services only globally   1. **In video calls you should avoid to:**   **a.- do other tasks during a meeting**  b.- dress bright clothes  c.- wear glasses | |
| **Resources (videos, reference link)** |  | |
| **Related material** |  | |
| **Related PPT** | ESMERALD\_NETIQUETTE\_IHF.pptx | |
| **Bibliography** | Balinas, T. (2021). Social Media Etiquette for Business Owners: 25 Do’s & Don’ts. <https://www.outboundengine.com/blog/social-media-etiquette-for-business-25-dos-donts/>  Conrad, A. (2021). The 7 Rules of Business Chat Etiquette Your Team is Definitely Breaking. <https://www.getapp.com/resources/business-chat-etiquette-rules-for-small-business/>  Guffey, M. (2008). *Essentials of business communication* (7th ed.). Mason, OH: Thomson/Wadsworth.  Shea, V. (1994). *Netiquette*. San Francisco, CA: Albion Books.  Smith, S. (2020). Netiquette: How to Master Online Business Communication. <https://www.business-opportunities.biz/2020/05/05/netiquette-master-online-business-communication/>  Strawbridge, M. (2006). *Netiquette: Internet etiquette in the age of the blog*. Software Reference. | |
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