**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
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| **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 Netiquette1.1.2 Emails for business communication1.1.3 Instant Messaging for Business Communication1.1.4 Social Media and Business Communication1.1.5 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 communicationc.- any rules/customs for general communication1. **What can be considered impolite in emails?**

a.- write long sentencesb.- 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 emojis1. **Social media can help to:**

**a.- reach a great number of people**b.- advertise products/services only locallyc.- advertise products/services only globally1. **In video calls you should avoid to:**

**a.- do other tasks during a meeting**b.- dress bright clothesc.- 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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