

WANCHE Conference – March 18, 2010

Professional Etiquette: For electronic communication and social networking

4 steps to create a professional online presence

1. Investigate (Resource: www.google.com)
2. Clean up your profile
3. Make the good outweigh the bad
4. Keep it clean (Resource: www.google.com/alerts)

Twitter – www.twitter.com

- Post tweets online or via your mobile phone
- Tweets must be 140 characters or less - send information about events, policies, announcements, opportunities, important new research, etc.
- ‘Follow’ other people or organizations to keep up with new happenings.
- How might Twitter help you in your role?
- Be judicious with your use of Twitter and remember that this information is publically posted.

LinkedIn – www.linkedin.com

- Interconnected network of experienced professionals - over 60 million members from over 200 countries
- Find, be introduced to, and collaborate with professionals that you need to work with to accomplish your goals
- Network for career opportunities

E-mail Etiquette

- “To” and “CC” have different purposes.
- Keep messages brief and to the point.
- Don’t discuss multiple subjects in a single message.
- Reply in a timely manner.
- Be mindful of your tone.
- Don’t use e-mail to criticize others.
- Don’t reply in anger.
- Don’t overuse “reply to all.”
- Don’t forward chain letters.
- Don’t “copy up” as a means of coercion.
- Don’t overuse the “high priority” flag.
- Don’t write in ALL CAPS.
- Don’t send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks.
- Remember that company e-mail isn’t private.
- Use a signature with your contact information.
- Provide “if-then” options.
- Use your spell-checker.
- Re-read your e-mail before you send it.

Web 2.0 Apps

Web 2.0 Apps	Web Address	Web 2.0 Apps	Web Address
Blinklist	www.blinklist.com	LiveJournal	www.livejournal.com
Blogger	www.blogger.com	Personal website	Your own web address
Buzz	www.google.com/buzz	Reddit	www.reddit.com
Del.icio.us	www.delicious.com	StumbleUpon	www.stumbleupon.com
Digg	www.digg.com	Technorati	www.technorati.com
Facebook	www.facebook.com	Tumblr	www.tumblr.com
Flickr	www.flickr.com	Twitter	www.twitter.com
Furl	www.twitter.com/Furl	WordPress	www.wordpress.com
Google profile	www.google.com/profiles	YouTube	www.youtube.com
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