

<b>Course</b>	<b><i>Miss Manners meets HR in the Digital Age</i></b>
<b>Length</b>	One Hour
<b>Audience</b>	This course is designed for every employee to understand social and corporate policies in using, accessing and deploying technology and Email, Internet, social media and mobile communications. This course teaches etiquette and policy best practices for each medium as well as the compliance, branding and human resource implications for proper and improper use. This is a ‘must- have’ course for every employee—and positioned as a positive reinforcement of existing corporate policies in harmony with advances in technology and communications.
<b>Prerequisite</b>	Previous experience with Windows, Internet and Email are recommended, but not required.
<b>Topics</b>	<p><b><i>Module 1: What’s in a Name?</i></b></p> <ul style="list-style-type: none"><li>◆ Understanding basic Social Media &amp; Internet terminology (RR Return Receipt, BCC, etc.)</li><li>◆ Internet, Email &amp; Social Media addresses &amp; Privacy!</li><li>◆ Email Addressing – a Lost Art? – Use of BCC for seeding, CC overuse, Scams, Forward etiquette, branding</li></ul> <p><b><i>Module 2: Using Email</i></b></p> <ul style="list-style-type: none"><li>◆ Best Practices in Email design (Signatures, Salutations, Spell Check, Punctuation, Formality tone)</li><li>◆ What to avoid in Email (Caps, Formatting, Errors, Reply All, POV content, etc.)</li><li>◆ Communication timing (timing, frequency, mass mailing, etc.)</li><li>◆ Content (brevity, agenda, compliance/data security, etc.)</li><li>◆ File Attachment Do’s and Don’ts (Size, Format, Compression tricks @600 pixel width, PDF, Security/ Checks, etc.)</li><li>◆ Compliance &amp; Policy (HR, Corporate property, etc.)</li></ul> <p><b><i>Module 3: Using Corporate Mobile &amp; Instant Messaging Corporate Tools</i></b></p> <ul style="list-style-type: none"><li>◆ IM / Chat Purpose</li><li>◆ Best Practices (informal, courtesy check, brevity, Spell/ Grammar, Busy /Away features, No Emoticons!, etc.</li><li>◆ Compliance/ HR / Legal governance and adherence to existing state and federal laws (discrimination, harassment, etc.)</li></ul> <p><b><i>Module 4: Audio, Video Conferencing, Web Based blogs &amp; Social Media</i></b></p> <ul style="list-style-type: none"><li>◆ Extension of Corporation – Employee, Brand and Image</li><li>◆ Best practices (Corporate email, online complaints, etc.)</li><li>◆ Do’s and Don’ts for audio &amp; video conferencing</li></ul>