Writing Skills
BA(JMC) 109
UNIT 3

Syllabus- Unit 3

Online Writing Skills

1. **Introduction to Online Writing: Social Media Writing Skills and Etiquettes**
2. **Online Official Correspondence**
3. **Social Media and Language Change: E-mail, SMS, Emoticons, Blogs, Social Networking Sites**
4. **Maintaining Digital Databases**

Introduction to Online Writing: Social Media Writing Skills and Etiquettes

- **Online writing:** Useful medium to nurture for PR writers, basically to nurture relationships **directly** with their public through new media
- Most companies and organizations have their own websites/social networking sites, and many publish blogs on relevant topics.
- More than half of businesses use Twitter. PR professionals use online ventures for many types of information, like-
1. News blogs that function as online newsletters (with comments and discussions posted by readers)

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2. Audio and video podcasts

3. Search features to help readers to get to the information they seek

4. Overview and testimonials of successful consumers, alumni, employees, and others who give info in brochures

5. Fact sheets and education materials

6. Historical or biographical info related to an organization

7. Catalogs and photo gallery of products

8. Third party or customer reviews

9. Overview and testimonials of successful consumers, alumni, employees, and others who give 'bragging rights'

Writing for Social Media

Social Media: An interface that allows individuals to interact with one another, exchanging details about their lives like biographical data, professional information, personal photos and up-to-the-minute thoughts.

- Writing for social media is an important skill these days.
- Writing a social media copy is similar to writing messages for 'old' media, except for necessity of **condensing** a message into as few words as possible in a consistent and engaging manner.
- Old media was from source to audience, social media involves sharing of info and **interaction**.

- Each social media platform is unique but all social media users like to facilitate conversation, share content/opinion that is newsworthy, helpful, or simply entertaining.
- As every platform is unique, what works for one may not work for another. Therefore, instead of writing one message for every platform, **study writing styles of different forums** and edit copy accordingly.
- Know the demographics of your audience, determine what they know and what they want to know
- Write a copy that is easy to grasp and retain. Not because you are undermining your audience, but because they are busy.
- Use short sentences, short paragraphs, avoid complex language, write in active voice to maintain interest.

- Be conversational by using interactive, personal tone.
- Use bullets, subheads, brief paragraphs, and other effective web writing techniques (provide links, use simple, readable text, visual elements-use bullets, italics-not underline, use simple background, update often, proofread, include interactive features like online registration, purchasing and donation tools, etc.)
- Make content easier to scan by using pictures evenly
- If you have nothing more to say, then direct the readers to main website.
- Social media is also used by journalists to find/contact sources supplementing traditional reporting techniques.

- Supported with text, audio, visuals as audience expects it. (visual taboos are broken, videos by phone are accepted too)
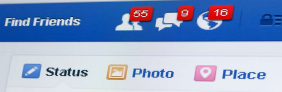- Social media allows reporters to build bond with audience or followers creating a feedback loop.

Social Media Etiquettes

- **Netiquette:** Network etiquette or internet etiquette is a set of social conventions that facilitate interaction over internet, ranging from blogs, forums, etc.
1. **Profile Picture:** In Social Media your profile pictures re-present you. Most of the peoples take this quite non-seriously. Place your picture, represent your true profile. If you do not want to put pictures, leave the media.
2. **Friend requests:** Should be sent to people you know on a personal level. Use LinkedIn to connect on a professional basis and use your
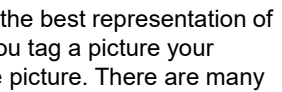
personal social networks for friends you know on a personal basis.

3. Don't over communicate: Be considerate, post and share relevant content. Many Facebook users are becoming savvier, adjusting their friend settings to stop spam. So if you are spammer, chances are the content you're posting isn't being read by anyone.

4. Social sites are a great place to **share photos**. Mobile apps allow you to upload pictures and tag your friends in an instant. Sometimes those pictures are a great
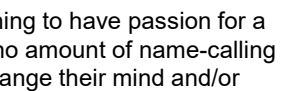
representation of you, but aren't the best representation of your friends. Remember when you tag a picture your friends and their network see the picture. There are many Facebook posts asking friends to take down pictures they feel are in bad taste.

5. Wall Post & Private Massage: Have you ever read a post and thought to yourself, why did they post this for everyone to see? Remember that even with strict privacy settings, when your friends comment on, or like your post, their friends' network can see that post and its comments in their news feed.

6. Don't use vulgar language: Usually, there is a ton of

posts during elections. It's one thing to have passion for a cause, side, candidate, etc. but no amount of name-calling or threats will make someone change their mind and/or take your point of view. Crossing the line by berating others for having different views looks bad, and it's alienating.

7. Give credit: We read and share a lot of great articles every day on our SM accounts like Facebook, Twitter, etc. When sharing third-party articles, blog posts, etc., always try to include the name of person who said that or you can also give the link of blog from where you get it.

8. Say Thank you: It sounds simple because it is. Take the time to thank someone who comments on your post, share your content or shares your Facebook photo. You'd be surprised by the responses that a simple "thank you" can get.

Other social media **do's and don'ts-**

- Have your social media profiles completed in full
- Don't have Multiple Profiles
- You are what you write and share
- Give recommendations, send reply, ask for feedback, build connections as you would in person. Be a friend to

get one
- Don't be needy to get likes or retweets
- Have a direction for sharing and follow that, don't post way too unrelated posts
- Don't overshare; Twitter-half a dozen, FB and LinkedIn once a day would be fine.
- ALL CAPS SHOWS NO CREATIVITY
- #Don't #turn #every #word #into #a #hashtag
- Know your context-Avoid making assumptions about your readers
- Remember the person, take names when responding
- Know that text is permanent, be judicious & diplomatic
- Research before you react

- Respect privacy and original ideas (give credits)
- Double check everything
- Invest in better security-get stronger passwords
- If you make a mistake, admit it, as it becomes easy to repair

Online Official Correspondence

- The news, information, or opinion contributed by a correspondent to a newspaper or periodical and who contributes news or commentary to a publication (such as Internet) newspaper or a radio or television network often from a distant place.

- Any written or digital communication exchanged by two or more parties. Correspondences may come in the form of letters, emails, text messages, voicemails, notes, etc.

- From text messages to letters, from business proposals to press releases, your written business communication represents you and your company: your goal is to make it clear, concise, constructive, and professional.

Organizational Plans for Business Letters

	Direct Approach	Indirect Approach	AIDA
Used for	Direct requests (that do not require convincing), Good news messages	Bad news messages (that give news favorable to the reader)	Persuasive requests (that need to convince in the reader), Sales
Situations such as:	complaints and claims; reservations; appointments; orders; requests for action; inquiries about goods, people, or services; good news about hiring, credit, claims, other good news	refuse claims, refuse credit, decline services and favors, negative news about orders; turn down applicant; other bad news	persuasive requests for help, favors, donations, cooperation, special privileges, exceptions to company policy and warranties
Start with	Main Idea: request: *Please send me your latest catalog.* good news: *Good news! Your loan is approved.*	Buffer: appreciation: *Thank you for your letter.* other positive opening: *You are right to expect good service.*	Attract the reader's favorable attention. *No, you will not be paying higher taxes this year.*
Then	Explanation: details to help the reader respond correctly, devices for easy-reading like bulleted lists and numbered questions, development of you attitude, positive emphasis and reader benefit	Explanation and Alternatives: needed details, answers to questions, tactful imbedded bad news, counterproposal, ideas for getting needed help or for future changes; sales promotion for other products available	Arouse the reader's interest to continue reading the letter: In fact, thanks to Fred More, your taxes are lower this year. Create desire to help: needed details, clear benefits to reader,
End with	Motivation and Polite Closure: clear and easy action, appreciation, polite closure to build goodwill	Positive, Friendly Closure: appreciation, invitation to future action, good wishes, forward look	Easy Action: clear and easy action, appreciation, closure to build goodwill

1. Writing Plan for
-An Inquiry:
- Identify the inquiry in the subject line.
- Open with the inquiry and a short background.
- Confirm what the customer has inquired.
- Provide appropriate information. (complete/concise)
- Indicate how the receiver is to respond. (requirements to be fulfilled/in points) close courteously

-A Request:
- Identify the request in the subject line
- Give a brief reason /background for it
- Provide details
- Ask for a specific response to your request
- Close courteously to maintain goodwill

-An Acknowledgment:
- Start with the acknowledgment.
- Say yes clearly when relevant (time/date) if there is a delay, state in a reasonable manner.
- Provide a tentative date/time.
- Supply any necessary details/information.
- Close courteously to maintain good will.

2. A letter of Introduction:
-Product/Service (AIDA-Attention/Interest/Desire/Action)
- Use the subject line to catch the reader's attention.
- Open by explaining your reason for the introduction and aim to catch the reader's interest.
- Supply details and information in the middle paragraph to create a desire to read further.
- Close by saying what you can do for the reader and what you want the reader to do action.

3. Writing Plan for Bad News messages

An Order Refusal/ A Credit Refusal/ An Adjustment Refusal/ Refusing An Invitation:

- (These are reply letters and must have an official letter number/Date)
- Acknowledge the order in the subject line.
- Thank and revise the details for the order.
- Explain the policy (if required) of the company.
- Mention the criteria according to which the order has been judged.
- Give reasons for the refusal.

- Provide authentic solutions/ suggestions/time lines etc.
- Close with a courteous expression of interest in continuing your relationship with the customer/client.
- Provide any necessary details (contact number etc.)

4. Deciding when to use E-Mails

- Avoid when: Your message is extremely important
- You need to deliver unpleasant news
- There is a chance your written message will be misunderstood
- You need an immediate response

- You want to negotiate or hold a give-and-take conversation
- You need to conduct a lengthy interview
- You want to involve several people in your decision
- You run the risk of intimidating or turning off the reader with a written message

Use when:

- You want to deliver a message quickly
- You want to communicate directly with the decision maker

- You want to avoid the expenses of long-distance phone calls
- You are dealing with a different time zone
- You need to deliver the message to multiple readers
- You need to maintain a record of your conversation
- You are on a tight dead line

Collecting your thoughts
- Who is your reader?
- What is the purpose?
- When does the action take place?
- Where does the action take place?
- Why should the reader care about it?

Some useful tips:
- Make sure your spellings are correct
- Avoid contractions
- Avoid all caps

- Use active voice
- Keep it gender neutral
- Jokes have no place in use of technical language
- No negative comments

Controlling your Inbox clutter:
- Do not feel obliged to respond to every message
- Whittle down your mails
- Subject line scan
- Delete all messages from strangers or senders with odd addresses
- Manage your time wisely, don't reply to spam
- Scan the first three sentences for the meat of the messages

Social Media and Language Change: E-mail, SMS, Emoticons, Blogs, Social Networking Sites

- In the 1950s, people only had a few options for communicating with each other over long distances: a telephone call, a telegram, or a mailed letter.
- But then computers, the internet, and mobile phones happened. Nowadays, we can send an email, write a short text message, post on social media, or use any one of many popular messaging apps.
- Thanks to all those options, we can choose the communication medium that's best for our message's audience and purpose.

- Whatever we choose, our messages arrive nearly instantaneously at their destination: popping up in email inboxes, triggering push notifications on phones, or appearing in social media feeds.
- The best part? Everything's asynchronous, so we don't actually need to drop everything and reply immediately. We can, if we want, but we can also take our time.
- Let's explore email, SMS, and social media in more depth, and consider the differences in how they enable communication and information dissemination.

E-Mail

- A fast, easy, and inexpensive way to communicate with other Internet users around the world.
- Often used for personal and informal purposes, eg. E-mail to teacher, boss, business contact, government agency, or other recipients that requires formality
- Formal e-mails can be daunting, just need to follow a few simple guidelines.
- Keep your message clear and to the point, and follow expectations for style, tone, and formatting.

- Finally, proofread and review the content of your email before sending it.

Components of an e-mail

- To, CC, BCC
- Attachments
- Subject line
- Greeting
- Body
- Sign-off

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1. **Use a professional email address:** Ideally, your email address should be a variation of your real name, not a username or nickname. Use periods, hyphens, or underscores to secure an e-mail address that is only your name, without extra number or letters if possible.

2. Stick to a professional font: Most email services now allow you the option to write using a variety of fonts and text styles. For a formal email, however, keep things conservative, with fonts like Times New Roman and Arial. Avoid decorative fonts like Comic Sans or Old English.

3. Use a short and accurate subject line: Use keywords in the subject line that suggest exactly what you're writing

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about, in just a few words. This helps make sure that readers don't overlook your email because the subject line is missing, is too vague, or suggests the email is unimportant.

4. Use a proper salutation: Always open a formal email with a salutation. Addressing the recipient by name (if known) is preferred. Include the person's title (Mr., Mrs., Ms., Dr., etc.) with their last name, followed by a comma or a colon. You can precede the salutation with "Dear..." if you like.

5. Introduce yourself in the first paragraph (if necessary): If you are writing to someone you don't have

An existing relationship with, such as a new customer, hiring manager, or government official, tell them who you are and why you are writing. Do this in the first sentence or two of your email.

6. Prioritize the most important information. Once you've introduced yourself and the general reason you're writing, you can follow up with the body of your email. Put the most important content near the top. This respects your recipient's time and makes the purpose of your email clear.

7. Get to the point. For a formal email, it's ok to be direct, as long as you're polite. Beating around the bush will only

lose your reader and make it harder to figure out what you want or need from them.

8. Keep it brief. There's no set length for how long an email should be. However, it's a good idea to keep an email to about one (laptop or desktop size) screen length.

9. Use formal language. Since formal emails are written for professional contexts, you'll want to give a good impression. Use complete sentences and polite phrasing.

10. Use a proper form of closing. As with salutations, there are a variety of closings that are acceptable in formal emails. Make sure to follow up with your full name and job title or other signature (if you have one).

11. Include any necessary attachments. If you need to include any attachments, make sure to mention them in the body of the email to let the recipient know that they are included. Be courteous by trying to keep the number of attachments and their file size down, and by using common or widely compatible file types

12. Proofread your message for content, spelling, and grammar. Don't just rely on your email service's spelling or grammar checker. Reading your email aloud or asking someone to proofread it is a great way to catch any typos, mistakes, or unclear phrases.

13. Make sure that the email does not contain any sensitive information. Always keep in mind that email is not a secure communication system. Remember that email servers can be hacked, or that your recipient might intentionally or unintentionally share information that you didn't want to be divulged.

SMS

- SMS (Short Message Service), commonly referred to as "text messaging," is a service for sending or receiving short messages of up to 160 characters via your subscriber service.
- SMS was originally created for phones that use GSM (Global System for Mobile) communication, but now all the major cell phone systems support it.
- Mobile phone users can use electronic communication on the go with a service known as Short Messaging Service. SMS messages, which are more commonly known as text messages, allow you to send an

electronic communication to another SMS-enabled device.
- If the phone you are sending the text message to is out of range or turned off, the service provider will store the text message until it can be delivered.

Writing a business text message

For a few years now, businesses have used SMS messaging to reach their customers and it's now more common to text your boss, team members, prospects and colleagues. But there's a problem. If you want to avoid annoying your contacts or causing offence, it's important to learn the rules of business texting etiquette.

1. Use abbreviations. When you send a single SMS, you only have 160 characters to convey your message. That's probably the reason that most people use abbreviations.

2. Avoid emoticons. The second rule of business texting

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etiquette is to avoid emoticons, which are very, very casual. Sure, they can help to soften the tone of a text message, but they're not businesslike and people won't take you seriously if you use them. Unless you're working with a group of people who are all in their teens, stick to plain old words.

3. Watch your tone. The trouble with typed messages is that it's hard to convey tone. It's even harder with business texting, where it's easy to sound curt. Take some time to craft your message so you say what you need to say without offending the recipient.

4. Check your language. When composing text

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messages for business, watch your spelling, grammar and punctuation. Misspelled words and poor punctuation create a bad impression.

5. Check the recipient. Those autocorrect functions on your phone are great, but can lead to confusion if contacts have similar names. Check that your message is going to the right person or people before you send it. That way you won't waste your time or accidentally send inside information to the wrong person.

6. Sign your messages. In a business texting situation, you can't be sure that the recipient has your contact details. If they don't know who you are, they might ignore

the message. So add your name or initials at the end of the message to make it clear who the sender is.

7. Get permission. Only 4% of business professionals prefer text over other forms of communication, so make sure it's OK to send business texts to your contacts. Just ask for permission and send only to those who are happy to use texts for business communication.

8. Send the right messages. As much as we love texting, it's not always the right way to convey information. For business especially, use the most appropriate method of communication. If a particular issue requires an email, then send an email, which will give you a permanent

record of your interaction. And if it's better to make a phone call, then make the call.

9. Text at the right time. A work related email when you were in the middle of enjoying your evening or weekend throws you off balance. Hence, it's important to keep business texting to office hours. That won't help your business relationship.

10. Send a text message only once. When you've sent a text, don't keep resending it if the person doesn't respond immediately. It just means that that person hasn't checked their phone. That will happen, and it's another reason to

avoid changing meeting times by text.

11. Don't text during meetings. Don't text when you're supposed to be paying attention to what's going on in the room. Hunching over your phone to send a surreptitious text message is just plain rude. You would be offended if people did it while you were presenting, so don't do it to anyone else.

12. Develop emergency measures. Sometimes you need to check your messages – life happens, right? In that case, let people know if there's an emergency which requires you to check your phone during a business
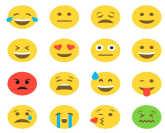
occasion. Advance warning usually soothes out any ruffled feathers and stops people being surprised by the loud vibration of your phone.

Emoticons

Emoticons are punctuation marks, letters, **numbers, and facial expressions used to create pictorial icons that generally display an emotion or sentiment**, that are used in several different types of online communication.

- The main **function** of an emoticon is to help convey some sense of emotion that may or may not be conveyed in the selection of the words entered into the communication.
- Helps the writer to convey a clearer sense of the attitude or emotion that he or she wishes to present with the text of the message.

- Emoticons are often referred to as smileys. Simple in design, various emoticons can be used to convey such diverse feelings as happiness, joy, perplexity, anger, hurt, skepticism, and sadness.

How Are Emoticons Used?

- Just about any type of online or electronic communication allows use of emoticons. Many people use them within-the text of emails, assuming the configuration of the email templates allows the insertion

of the characters. The emoticon can be repeated several times for emphasis, or spaced throughout the text of the email, if the sender wishes.

- Message boards are another common spot to find emoticons. As with emails, the emoticon allows the individual posting a message on the message board to more accurately convey the emotions behind the words-typed into the message. This can be especially important, when the topic under discussion is somewhat controversial, and different posters are sharing a wide range of opinions.
- Instant messaging and chat rooms are another example

of online communications where the emoticon can be very useful. In the one on one world of instant messaging, the use of an emoticon can be quick shorthand to convey a sentiment. For eg., instead of typing "I love you" in a text message, you can use the emoticon that features a beating heart as part of the image. When preparing to end the instant messaging conversation, the user may choose to use an emoticon that denotes a hugging movement, or a goodbye.

How Can I Make Emoticons?

- Keystrokes can be used to create basic emoticons in some instances. This is particularly true with drafting

emails. The process usually involves using two or more keystrokes that "tell" the system what type of emoticon to create. It is relatively easy to memorize the basic keystrokes for the most often used emoticons, and key them into the text using this method.

- With some services, the end user does not have to be concerned with trying to use keystrokes to create various emoticons. For example, in a message board environment, there is often a tray of available emotions. It simply uses the mouse to choose an emoticon on the tray, and it will appear in the message. The same approach often works with instant messaging as well.

Most instant messaging services include a limited selection of emoticons, but also allow end users to purchase wider selections that help to convey a wider range of emotions.

Where to use and where not to use emoticons?

- It is true that a picture is worth a thousand words, but frequent use of emoticons can be frowned upon in formal business environment.
- Personal text and e-mails-emoji use is ok
- Customer-facing business communications-it depends on type of business
- Conversations with known, regular clients-follow their lead (is ill-advised, but sometimes necessary to maintain relations)
- Internal office communications-when want to sound easy going, esp with new employees, informal email
- Caution-avoid emoji overuse

Blogs
- A blog (short for Weblog) is a type of opinionated website or online news journal.
- Audience varies, though is more or less an adult activity and is read less often by teens and young adults who prefer social media sites instead.
- Built around a series of post, have title and body, and have most recent entries first.
- Designed for frequent updates and interaction between the reporter and readers, especially when established for the coverage of breaking news.

- Articles can invite and display reader comments allowing readers not only to interact with the facts or opinion being presented, but also with each other.
- Categories can be designed by the bloggers and by publishing date. A blog page contains information that does not change, like 'About us', 'About me', etc. audio or video posts, photo gallery or editorial policy.
- It is different from traditional journalistic reporting or column writing because of the opportunity for interaction with readers as you are writing to not anonymous readers, but those who may become regular readers.

- Therefore, determine your audience and then show your personality in writing-casual, chatty, formal, authoritative, however you are comfortable. Otherwise, your blog will be dry, stilted, and uninteresting.
- Tip-Write conversationally and read your posts out loud, then rewrite and reshape until the copy sounds like you.
- Keep the writing concise, brief because readers are busy who don't have time for a heavy, ponderous piece.

Tips to write a blog:
- Have a clear idea of what you want to say
- Outline the post before you start writing

- Give a catchy headline
- Write an introductory paragraph that will attract reader's attention an draw them towards reading your post
- Helps follow inverted pyramid style
- Choose an appealing, relevant picture as social networks use visuals as a part of the message to grab attention and gain readership
- Keep the post brief, short paragraphs that are broken with subheads
- Revise, rewrite, edit so that every word counts and you are able to effectively whatever you want to say

- Proofread, look for consistency in voice, style, and presentation
- Write about what you know, present with facts and figures from trustworthy sources.
- Don't stuff with too much info otherwise it will become reader-unfriendly, provide links for verification
- Try to be objective, present accurate and complete info

Social Networking Sites

- A social networking site is an online platform that people use to build social networks or social relationships with other people who share similar personal or career content, interests, activities, background, or real life connections.
- Social networking sites usually have a new user input, i.e. a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection.

- After connections are established, the new user can search the networks of connections to make more connections.
- A social networking site is also known as a social networking website or social website
- Some social networking websites like LinkedIn are used for establishing professional connections, while sites like Facebook straddle the line between private and professional connections

Twitter

- A form of micro-blogging, allows writing brief text updates to send to friends/interested parties
- Messages range up to 280 chars per post, forcing writer to write briefly
- People use Twitter to report events and journalists get lead + sources.

- Can be used by news organizations to update headlines or link to stories
- Twitter provides interaction with audience, allowing reporters to participate in conversations taking place or monitor trends and broaden a pool of resources.
- Instead of traditional way of gathering suggestions from fellow reporters, Twitter allows you to ask wider audience.
- Can be used to get feedback before publishing an article and final version can be edited accordingly

Writing for Twitter

- Best way is to read and understand what others are reporting, to understand journalistic applications
- Limited chars mean every tweet should have limited info (1-2 points per post)

- Can use capital letters for headline
- Use active voice, descriptive verbs, punctuate for clarity, and drop articles unless needed
- Maintain professionalism in writing, keep audience in mind, don't use offensive language
- Use hashtags to organize & track info related to topic
- Twitter has potential for immediacy, useful for reporters
- Post links to useful articles
- Post links to your blogs
- Retweet with comments
- Post thoughts and commentary

- Use images and hashtags if they support the message
- Be careful with abbreviations, cut out unneeded words

-Advice to reduce word count:

- Make things plural to omit articles eg. A teacher needs to know-Teachers need to know.
- Turn phrases into adjectives if possible: schools in urban communities-urban schools
- Turn multi-word phrases into one word: due to the fact that-because, in order to-to
- Get rid of passive voice: the study is focused on-the study focuses on

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- Write simple, use acronyms wherever possible
- Instead of writing a thick, dense sentence followed by "In other words," with a lucid explanation, get rid of the first sentence and start with the second.
- Omit unnecessary intensifiers like "very" or "extremely".

A perfect tweet is:

- **Front loaded.** Put the most important words at the start of the tweet to catch a follower's eye.
- **Scannable.** Write simply and concisely. You want followers to "get" it in the first go.

- **Specific.** Make your content valuable and useful. Make it matter to your followers.
- **Active**. Use strong verbs and skip the adjectives and adverbs.
- **Focused.** Limit yourself to one idea per tweet. The rest can go in a blog post.
- **Compelling.** Give followers a reason to click through. Clickbait headlines work for a reason!
- **Short.** You may have 280 characters now, but you don't have to use them all!
- **On brand.** Your tweets should sound like you. Re-read to check you're on brand

Facebook
- FB describes itself as a "social utility that connects people with friends and others who work, study, and live around them."
- Millions use it to keep up with friends, upload photos, share links and videos, and know people
- Can be an effective tool for journalists as it has pictorial qualities and is accessible through app
- Facebook is a good way to point issues to reporters
- Is like a modern day phonebook with photos and biographical details

- Excellent for journalists to find sources, as it has name, occupation, and other demographics.
- 63,000 characters
- Write simple, clear, and avoid business jargons

LinkedIn
- LinkedIn is a **social networking site designed** specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

- People use it when looking for the next step in their career, work migration trends in specific geographical locations, skill gaps in specific industries and what cities are "stickiest," i.e. areas that employees are less likely to move away from.

Tips to write for LinkedIn?

- Lower the reading level so it is understood by most people
- Create a length that is optimal for the platform, people also read long posts on LinkedIn (2k-3k words)
- Keep readers engaged with perfect visual count
- Text posts can be 1,300 characters
- Few words proven to bring shares- 'habits', 'mistakes', 'successful', 'leaders'.

Other Forms of New Media

- MySpace   WhatsApp
- Instagram   Telegram
- YouTube
- Google+
- Tumblr
- Snapchat
- Pinterest
- LinkedIn
- Buzzfeed

Tips for Social Media Writing

1. Keep the goal of your post at the top of your mind
2. Write compelling headlines
3. Make every word count
4. Keep it simple
5. Provide context
6. Use of graphics
7. Consider the reader

Sl. No	Print Media	Radio	Television	Online
1.	Uses words	Uses words (Sound)	Uses words (Sound) & Pictures (Video)	Used Multimedia (Words, Sounds, Pictures, videos, graphic)
2.	Fixed Deadline	Every minute is deadline	Every minute is deadline	Every minute is deadline
3.	Uses Educated Audience	Can have illiterate audience	Can have illiterate audience	Has educated audience
4.	Mostly follows inverted pyramid style	Gives most important thing first	Gives most important thing first	Gives most important thing first
5.	Gives opportunity for rewind / reread	No opportunity for going back	No opportunity for going back	Gives opportunity for rewind / reread
6.	Constrained by Space	Constrained by Time	Constrained by Time	Constrained by Readers' attention
7.	Can include complex sentences	Uses simple and brief sentences	Uses simple and brief sentences	Uses simple and brief sentences
8.	Readers can choose the story to read	Listeners need to wait for their story	Viewers need to wait for their story	Readers can choose the story to read
9.	Less Interactive	Interactive	Interactive	Very highly interative
10.	Needs correct grammar and spelling	Understanding of audience e important	Understanding of audience e important	Needs correct grammar and spelling
11.	Uses graphic to explain something	No opportunity for using graphics	opportunity for using graphics	Uses graphic to explain something

Maintaining Digital Databases

- **Data:** Data is the basic raw facts and figures

-One can organize data into tables, rows, columns, and index it to make it easier to find relevant information

-Ex: a name, a digit, a picture etc.

- **Database:** It is an organized collection of related data so that it can be easily accessed and managed. The data is stored in formatted way which is shared by multiple users.

-Ex. The names, telephone numbers and addresses of all the people you know

- **Database Management System:**

A DBMS is a set of programs that controls creation, storage, management, and retrieval of data in a database.

A DBMS consists of collection of related data and refers to a set of programs for defining, creation, maintenance and manipulation of a database.

Ex: MS-Access, Oracle, MySQL, Sybase, IBM DB2, etc.

Use of DBMS

-Corporate   -Railway reservation

-Telecommunication industry -Banks

-Libraries   -Hotels

-Airlines   -Colleges/Universities

Characteristics of Database

- Controls data redundancy (data which is no longer needed)
- Enforces user defined rules.
- Ensures data sharing.
- It has automatic and intelligent backup and recovery procedures.
- It has central dictionary to store information pertaining to data and its manipulation.
- Enforces data access authorization.

Why Database?

- In order to overcome the limitation of a file system, a new approach was required. Hence a database approach emerged.
- A database is a persistent collection of logically related data. The initial attempts were to provide a centralized collection of data.
- A database has a self describing nature. It contains not only the data sharing but integration of data of an organization in a single database.

- A small database can be handled manually but for a large database and having multiple users it is difficult to maintain it. Hence, a computerized database is useful.

-The **advantages of database system** over traditional, paper based methods of record keeping are:

- **Compactness:** No need for large amount of paper files
- **Speed:** The machine can retrieve and modify the data faster way then human being
- **Less drudgery:** Much of the maintenance of files by hand is eliminated

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- **Accuracy:** Accurate, up-to-date information is fetched as per requirement of the user at any time.
- **Access**-Anytime (24*7)
  Anywhere (Office, Residence, Travel)
  By Anyone
- Open access and sharing of information
- Greater variety of information

- Up-to-date ness
- Integration of digital media into traditional collections
- Digital libraries are different in that they are designed to support the creation, maintenance, management, access to, and preservation of digital content.

Disadvantages of DBMS:

1. DBMS software and hardware (networking installation) cost is high
2. The processing overhead by the DBMS for implementation of security, integrity and sharing of the data. (large communication for even simple operations.)

3. Centralized database control

4. Setup of the database system requires more knowledge, money, skills, and time.

5. The complexity of the database may result in poor performance.

Types of digital library content:
- Text documents (articles, reports, books, newspapers, thesis, reports, etc.)
- Video audio (speech, music, movies)
- Geographic information (aerial photos)
- Images and graphics (photographs, paintings, etc.)