

I SEMESTER MANAGERIAL COMMUNICATION

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UNIT V

Employment communication: Preparing your resume, Writing covering letters and Inquiry Emails, preparing for a Job Interview, Practicing business etiquette.

Technological Advancement and Business Communication:
Teleconference, Virtual meetings,
Business Blogs and Vlogs, Using social media to build network and business relationships-
posting comments in social media, Tweets, Facebook, LinkedIn, Job Portal.

Introduction

- When you compose a message, you must know who you are sending it to, what the subject line will be, and, of course, what you will write in the actual message. If you are a new graduate or you are in search for a better career, you should know how to write a good job application letter/resume/CV. It is as follows :-
- Make your individualistic
- Catch the readers' attention
- Highlight your educational / professional qualification
- Carefully read and understand the job opening: The job opening is the ad posted online or in print. If you cannot cut out or print the ad, make sure to write down the important information in the ad such as the job description and qualifications. Some companies also include their company background in the job posting to give their applicants an idea about the nature of the company. It is also important to do your own background research about the company and also about the job position

Resume

- A resume is a format document, short and concise summary (overview of candidate professional qualifications) of work experience and education. During recruitment, employers or recruiters compare tens, hundreds, and sometimes even thousands of resumes with each other. All this to find the best candidates.
- The **word resume actually originates from French, and means “Summary.”** A resume is a selective record of an individual’s background. It is basically a professional employment seeking ‘that presents a summary of an individual’s education, professional training, experience, skills, abilities, achievements and references.
- **Usually paired with a cover letter**, a resume helps you demonstrate candidate abilities and convince employers they qualified and hireable.

Resume Must Include

- Personal details
- Career objective
- Education
- Work experience
- Additional information
- References

Job portals

- <https://www.key2ir.com/Home>
- <https://www.timechamp.io/blogs/best-job-portals-in-india/>
- <https://factohr.com/job-portals-in-india/>
- Placement India
- Simplyhired
- Snaphunt
- Apna
- Quikr

Naukri.com.

Monster India (foundit.in)

LinkedIn

TimesJobs

Indeed

Glassdoor

Freshersworld

Shine

DIFFERENCES

CV

- Course of life
- More Detailed
- General talent
- Fresh graduates

Resume

- Basic Summary
- One page
- Highlight specific skills
- Experienced Professionals

Biodata

- Biographical data
- Old Fashioned
- Specific format
- Mostly used in India

Resume	Curriculum Vitae	Bio Data
French word – Summary	Latin word - Course of life.	Biographical Data.
It signifies a summary of one's employment, education, and other skills.	A C.V. is more detailed than a resume, usually 2 to 3 pages, but can run even longer as per the requirement.	The emphasis in a bio data is on personal particulars like date of birth, religion, gender, race, nationality, residence, martial status, and the like.

How to Create an Effective Resume

1. Don't over-complicate things.

Unless you are in the creative industry, all a resume truly needs is the four sections: Summary of Qualifications, Education and Certifications, Work Experience and Technical Skills [or Additional Skills and Activities].

2. Don't be generic.

Including a list of overused words like 'hardworking', 'team player' and 'ambitious' are an easy way to make a hiring manager's eyes glaze over.

3. Include big achievements.

Include specific details about what you achieved in former roles using power words like, 'launched', 'influenced', 'increased/decreased.'

4. Doesn't use resume templates or tables.

Resumes in tables are notoriously hard to change without ruining the formatting.

5. Keep it short.

Most people lose interest after two pages. Since the average hiring manager spends only six seconds on each resume they review; you need to be as concise as possible. One exception: longer resumes are common in IT.

6. Remove irrelevant or outdated experience.

Avoid including anything that occurred over 15 years ago, if you can avoid it.

7. Don't lie or over embellish.

It will come back to bite you. Just don't do it. Check out the top mistakes to avoid.

8. State your most important points first.

Be sure to mention your degree in your summary of qualifications to make sure hiring managers don't overlook it.

9. Make it readable and printable.

Times New Roman or Arial font, no smaller than 11 point. Set your margins no less than .5 inches all around and don't change the page setup from Letter size paper. Despite the evolution of technology, a lot of recruiters still print resumes.

10. Tailor it to the job.

Match the skills you list to the ones your potential employer is looking for.

Steps to prepare Resume

- **STEP 1.** Choose the right resume format for you
- There are **three types of resumes**. Depending on your professional experience and the industry you are applying to, one of them will be the best for you. Are you applying for multiple positions in various companies or industries? You can consider more than one resume format.

Chronological (or Reverse-chronological) Format

- A traditional format that shows your education and experience according to the order (chronological or reverse) in which they occurred. We recommend such a resume when applying to more conservative, conservative companies and industries

Functional Format

- A characteristic feature of this type of resume is listing your experience, not by time and skill. Use it if you are changing your career direction or do not have professional experience in the industry you are applying for. By demonstrating your skills, you will emphasize that you will find yourself in this position. Your work experience will then not be a problem.

Combination Format

- As the name suggests, it's a combination of selected, best aspects of a chronological and functional resume. It is not easy to create such a format, but its proper use can give excellent results. We recommend it for applications for a position that requires documenting experience in many areas. If you choose this format, be careful that your document does not become too long.

STEP 2. Create a header

- You should include the essential information in the header. What exactly should be in it:
- Full name
- Phone number
- email address

Remember: Do not enter the address. It is redundant (repetition or overlapping). In the end, you will most likely send your CV to the email address provided in the recruitment advertisement.

• STEP 3. Write a summary

- A few sentences summarize your professional experience and skills attractive to the employer. Keep it precise and specific.

Remember: The summary can help you explain why you're applying for a role that is a departure from your current career path.

- STEP 4. List your experiences or skills
- “Skills” section is the place in your résumé where you should show your individual, unique strengths. So start by naming each skill specifically.
- STEP 5. List your education
- Make a list of the educational institutions you attended. Start with the most **recent**. If you are starting your professional career or have not graduated from university, provide information about the completed High School.
- Add any other educational experiences, such as training programs, community college or summer courses, seminars, and so on.
- STEP 6. Don't forget to list your activities and awards!
- **Activities:** List both professional and additional activities in which you actively participated or organized. Describe what your roles were in each of them. Emphasize the importance of your work.
- Here you can note things like memberships or leadership positions in clubs, associations, foundations, and organizations of all kinds - including sports teams, volunteering, etc. If you had an interesting job unrelated to your work field.

- **Awards:** List Any Awards You've Won And When You Won Them.
- If you have won prizes in exciting competitions or have been appreciated similarly, inform your employer about it. **Haven't received any significant awards? Don't worry. It's not a big deal. Just skip this section.**
- **STEP 7. Tell about yourself and list your personal interests**
- Describe your interests in such a way as to show that you are a versatile person that people would like to meet and work with.
- Don't lie about your interests! **Employers love to use this section at the start of an interview - as the icebreaker.** If it then turns out that you don't know anything about your "interests," you won't get a job. Nobody wants to hire liars.
- Don't mention the trivialities (lack of seriousness) you like to do. **Activities such as sleeping, watching TV, or playing computer games are better not included in your resume.** Instead, write about your developing hobbies that you are passionate about.
- **Many people skip this stage of their CV. It's a mistake!** After all, it's a straightforward way to stand out from other candidates and present yourself as an interesting person. However, if your résumé is already too long, you can skip it.

Sample Resume

Career Objective

As a recent MBA graduate with a focus on marketing, I am eager to apply my academic knowledge and leadership abilities in a dynamic business environment. Seeking an entry-level role that will allow me to contribute to strategic marketing initiatives and drive business growth.

Education

- Master of Business Administration (MBA), IIM Lucknow - 2023
 - Specialization: Marketing
 - Relevant Coursework: Marketing Management, Consumer Behavior, Market Research, Brand Management
- Bachelor of Science in Business Administration, University of Delhi - 2020

Internships

- Marketing Intern, Futurix - Bangalore [January, 2023 - May, 2023]
 1. Assisted in developing marketing campaigns and promotional materials.
 2. Conducted market research to identify target audience preferences.
 3. Analyzed and reported on marketing campaign performance.
- Sales Intern, SigmaSix - Delhi [May, 2022 - July, 2022]
 1. Supported the sales team in lead generation and prospecting activities.
 2. Participated in client meetings and presentations.
 3. Assisted in preparing sales proposals and contracts.

Projects

- Market Research Project, IIM Lucknow [August, 2022 - November, 2022]
 - Led a team to conduct a comprehensive market analysis for a new product launch.
 - Gathered data through surveys, interviews, and secondary research.
 - Presented findings and recommendations to faculty and industry experts.
- Brand Management Project, [University of Delhi] [August, 2019 - October, 2019]
 - Developed a strategic branding plan for a fictitious company.
 - Designed marketing collaterals and brand guidelines.
 - Implemented social media marketing strategies to increase brand visibility.

Skills

- Proficient in market research and data analysis.
- Strong understanding of marketing principles and branding strategies.
- Excellent verbal and written communication skills.
- Proficient in using marketing tools and software.
- Leadership and team collaboration.
- Time management and project coordination.

Extracurricular Activities

- Member, IIM Lucknow Marketing Club
- Organized and volunteered in various university events and community service activities.

References

Available upon request.

SOPHIA BROWN

MBA Candidate

sbrown@email.com

(123) 456-7890

Charlottesville, VA

[LinkedIn](#)

Zealous bookstore clerk aspiring to apply my team coordination, customer relations, and project leadership skills in an MBA program. Aspiring to develop a strong background in business administration, setting the stage for future relevant leadership roles.

WORK EXPERIENCE

Mudhouse Coffee - Bookstore Clerk

2022 - current

Charlottesville, VA

- Checked and updated stock levels in Shopify every three months, decreasing out-of-stock incidents by 48%.
- Designed and printed customer satisfaction surveys via SurveyMonkey, which achieved an average rating of 4.3 out of 5.
- Configured and implemented a software system for sorting and displaying new arrivals, contributing to a 17% increase in sales for featured books.
- Achieved the "Employee of the Month" award 3 times in seven months for exceptional customer service and teamwork skills.
- Trained 5 new employees on store tasks and systems, including Asana and Shopify, reducing the overall onboarding process by 36%.

PROJECTS

Retail Renaissance - Project Leader

- Used Microsoft Excel to keep records of all research for in-depth consumer trends in local retail stores, including key factors that influence a consumer's buying decision by 22%.
- Created and presented project updates to the entire team, achieving a 97% approval rate for continued project funding.
- Managed budget allocation for the project with QuickBooks, maintaining a cost-saving rate of 11% without compromising quality or timelines for 4 months.
- Implemented a unique multichannel marketing strategy that increased online sales for local stores by 29% and in-store sales by 14%.
- Practiced post-implementation audits that revealed a 91% achievement rate on completing project milestones in time for future projects.

EDUCATION

University of Virginia - Darden School of Business - Bachelor of Science,
Business Administration

2020 - current

Charlottesville, VA

SKILLS

Microsoft Excel; Microsoft PowerPoint; QuickBooks; Asana; SurveyMonkey; Shopify

EZEKIELLE CASSIAN

Business Analyst

✉ zeke@email.com

☎ (123) 456-7890

📍 Tallahassee, FL

🌐 [LinkedIn](#)

WORK EXPERIENCE

Policy Analyst

[Total Safety Consulting Group Inc.](#)

📅 2021 - current 📍 Tallahassee, FL

- Gathered voting and policy data, producing qualitative and quantitative analyses to distribute to relevant stakeholders
- Developed state-wide surveys to understand voter concerns, building an algorithm to analyze trends, which increased stakeholder adoption of reports and subsequent actions by 12%
- Managed a team of 6 to review, evaluate, edit and amend policy drafts and provided potential solutions to policy deficiencies
- Performed cost-benefit analyses and **led 3 focus groups to predict policy results**, relaying findings with academia and governing entities

Marketing Analyst

[Glotel](#)

📅 2020 - 2021 📍 Tallahassee, FL

- Directed forecasting models for finance, capital markets, and strategy teams to ensure accurate and precise reporting
- Researched and collected data to answer long-term strategic questions from stakeholders and designed an algorithm to **increase the speed of data collection by 22%**
- Supervised creation of a metrics-driven culture across all departments by making data accessible, communication frequent, and encouraging questions and feedback
- Developed training materials for interns, and onboarded 14 interns, overseeing development in handling complex issues regarding marketing, pricing, and operations

Marketing Analyst Intern

[NWF Health Network](#)

📅 2019 - 2020 📍 Tallahassee, FL

- Measured the impact of marketing initiatives, and assisted in the creation of a new process that reduced the loss of information by 7%
- Co-developed secondary metrics and dashboards to track health across acquisition, and engagement, **increasing customer retention by 4%**
- Created manual for evangelizing best departmental practices across non-technical marketing stakeholders

CAREER OBJECTIVE

Ambitious, discerning liaison and current MBA student with excellent analytical, communication, and problem-solving skills with 3 years of relevant experience. Seeking a business analyst role at Path-Tec, where my fresh take and industry knowledge will improve operating efficiency.

EDUCATION

Master of Business Administration

[Florida State University](#)

📅 2021 - current

📍 Tallahassee, FL

Bachelor of Science Business Administration

[Florida State University](#)

📅 2016 - 2020

📍 Tallahassee, FL

SKILLS

- Analytical
- Negotiation
- Collaboration
- SAP
- Microsoft Office (Excel, Powerpoint)

ESMIRANDA O'HARE, MBA

BUSINESS OPERATIONS MANAGER

CONTACT

Esmira@email.com 
(123) 456-7890 
San Diego, CA 
[LinkedIn.com](#) 
[github.com](#) 

EDUCATION

Master of Business
Administration
University of San Diego
2014 - 2016
San Diego, CA

Bachelor of Science
Business Administration
Stanford University
2008 - 2012
Stanford, CA

SKILLS

Presentations
Budgeting
Microsoft Office (Excel,
PowerPoint)
Negotiation
Problem Solving

CAREER SUMMARY

Adept and persistent business mind with 10 years of experience analyzing and streamlining processes. Searching for an advanced challenge as an operations manager where my problem-solving skills, project management knowledge, and financial expertise will revive Gucci's product line, automation, and bottom line.

WORK EXPERIENCE

Business Operations Analyst

Instacart

2018 - current / San Diego, CA

- Led resource team to address ad hoc analytic needs, finding an additional \$16K to revamp employee incentive program
- Supervised the retrieval and aggregate of data and compiled it into a digestible, actionable format for a leadership team of 18
- Observed processes and documented recommendations to save 325 man-hours per month for grocery pickers
- Managed policies and procedures to improve KPI performance, meeting deadlines and goals 98.7% of the time

Operations Analyst

IBM

2016 - 2018 / San Diego, CA

- Managed executive and stakeholder coordination and material, ensuring the operations department integrated across the global team of 2K employees
- Directed collaboration with the sales and engineering team to improve cost-effectiveness across all platforms, reducing costs by 7% in the first year of employment
- Headed policies and business process reviews for operations across the North American Northwest region, traveling 24% of the time for client meetings, presentations, and trainings
- Delivered 120+ reports 4 times per year regarding industry and market trends across all departments

Business Analyst

Rokt

2012 - 2016 / San Diego, CA

- Managed the creation and maintenance of dashboards to report company-wide metrics
- Supervised the evaluation, analysis, and communication system and delivered reports 3 times a week to all relevant staff
- Authored and updated internal and external documentation about hiring and training of a 6-person analytics team



example@example.com



(555) 555-5555, (555) 555-5555



Freeport, NY 11520

SUMMARY OF QUALIFICATIONS

- Familiarity with the Common Core State Standards and other educational frameworks.
- Knowledge of different teaching methodologies, including project-based learning and differentiated instruction.
- Ability to work collaboratively with other teachers, staff, and parents to support student learning and success.

EDUCATION

Bachelor of Arts: Early Childhood & Elementary Education
Hofstra University,
Hempstead, NY, May 2022

PAT SUMMERS

CAREER OBJECTIVE

Enthusiastic student teacher with good leadership and multitasking skills. Familiar with different instructional approaches and technology options such as Smartboards used in lecture classrooms. Looking to obtain a teaching position where I can apply my relevant coursework and passion for education to create a stimulating and supportive learning environment for students.

PROFESSIONAL SKILLS

Group Teaching Abilities

- Developed and implemented lesson plans for various subject areas and grade levels.
- Created engaging and age-appropriate learning activities for students.
- Worked one-on-one and in groups with students ages three to eight and different skill levels.

Teacher Support

- Collaborated with other two teachers and staff to ensure a positive and effective learning environment for all students.
- Assisted the teacher with the undertaking of the lesson plans for a class of 22 third graders.
- Helped implement a book buddy program with a fourth-grade class to promote reading for pleasure and fluency practice.

Solid Communication and Interpersonal Skills

- Communicated regularly with parents to provide progress updates and identify areas for improvement.
- Participated in parent/teacher conferences and faculty meetings.
- Provided one-on-one assistance to a student with an IEP.

WORK HISTORY

May 2022 - Current

Leo F. Giblyn Elementary School - Student Teacher, Freeport, NY

January 2020 - May 2022

We Care Tutoring Services - Tutor, Freeport, NY

Professional Summary

Accomplished and strategic accountant with a decade of experience driving financial success in diverse industries. Proven track record in implementing cost-effective solutions, optimizing financial processes and ensuring regulatory compliance. Adept at collaborating with cross-functional teams to achieve organizational goals. Demonstrated expertise in financial planning, analysis and risk management.

Work Experience

Senior Accountant 11/2021 to Current

Global Financial Solutions - Atlanta, GA

- Lead the preparation for annual audits, resulting in no significant audit findings in the last two years.
- Streamline accounts payable and accounts receivable processes, reducing errors by 20%.
- Advise management on cost-saving opportunities that lead to annual savings of over \$300,000.

Accountant 09/2016 to 10/2021

FIS Global - Atlanta, GA

- Improved financial reporting efficiency by implementing automation tools, reducing the monthly reporting cycle by 15%, and ensuring timely dissemination of financial information to stakeholders.
- Assisted in tax planning, prepared detailed financial statements and presented findings to clients for informed decision-making.
- Established and maintained strong relationships with clients, earning a 95% client retention rate.

Junior Accountant 06/2013 to 08/2016

GBG Plc - Atlanta, GA

- Assisted with general ledger maintenance, reconciled accounts and ensured financial records were accurate and up to date.
- Improved financial reporting processes, resulting in a 25% reduction in month-end closing time.
- Conducted regular financial data analysis to identify discrepancies.

Skills

- Financial analysis
- Budgeting
- Tax compliance
- Financial reporting
- QuickBooks, SAP
- Microsoft Excel
- Team collaboration
- Strong analytical skills

Education

Master of Science: Finance

Georgia State University - Atlanta, GA

Bachelor of Science: Accounting

Georgia State University - Atlanta, GA

Certifications and Licenses

- Certified Public Accountant (CPA) - (Updated 2023)
- Certified Financial Analyst (CFA) - (Updated 2023)

Writing covering letters

- You should always include a cover letter when you apply for a job using a CV.
- When writing a cover letter, let the employer know you're keen by showing that you've researched the company.

When writing your cover letter, remember to:

- a cover letter should fit on one-page A4.
- write a new one for every job you apply for and make sure it's tailored to the company and the specific role
- use the same font, size and colour in a cover letter you used to create a CV or a Resume.
- The headline should contain your name and contact details as well as the date of the letter's preparation.
- Enter the address of the company you want to work in. It can be: company name, name and surname of recruiter or employer.
- make sure the company name and recruiter's details are correct
- use the courtesy phrases at the beginning and end of a cover letter (examples): *"Dear Sir"*, *"Dear Mr."*, *"Dear Ms."*, *"Sincerely"*.
- use the right language and tone: keep it professional and match the keywords used by the employer in their job advertisement
- show you've done your research into the job and the company
- highlight your most relevant skills and experience to stand out from other applicants
- double check spelling and grammar before you send it
- keep a copy of your cover letter as they may ask you about it in an interview
- Put signature on a cover letter.

• Content of a cover letter

- Check if you meet the requirements for the profession you apply for.
- Customize a cover letter for this particular job offer. Do not send a universal application to all places job offers.
- Create unique content. Do not copy information from a Curriculum vitae.
- Beware of popular phrases that mean nothing.
- Use numbers and dates.
- When describing your work experience, write what you were doing in the previous profession.
- Focus on the most important achievements, skills and describe them.
- Choose the advantages that will impress your employer.

ALEX NIELSON

Madison Heights, NY 11845 | 555-555-5555 | example@example.com

March 13, 2023

Paula Cranston, Hiring Manager
Black Hawk Industrial
114 Fordham Dr.
Centereach, NY 11720

Dear Ms. Cranston,

Please accept this letter expressing my interest in the web developer position. I am a highly motivated and progress-focused web design analyst with a long-standing background in this industry. With a track record of initiative and dependability, I have devised strategic initiatives that will prove valuable to Black Hawk Industrial.

In my web development assistant role, I honed my software testing and quality control abilities, providing a solid foundation for the Web Developer position. My innovation, people-centric nature, and eagerness to please have afforded me excellent teamwork skills.

I am excited to contribute my strengths and proficiency in planning to your team efforts. As an extroverted and personable communicator with a proven track record in design, my focus on building strong professional relationships has been a valuable asset throughout my career.

Please take a moment to review my attached resume and credentials. I would greatly appreciate the opportunity to speak with you regarding my candidacy.

Thank you for your consideration.

Sincerely,
Alex Nielson

Preparing for a Job Interview

**Research and learn
about the company**

Try mock Interviews

**Prepare for the
question you can
ask the interviewer**

**Do some salary research
and be prepared
to discuss salary**

**Smile and make
eye contact**

**10 Best tips
to prepare for a
Job Interview
in 2023**



**Review the
job description**

**Prepare to answer the
most commonly
asked question**

Dress appropriately

Arrive early

**Don't lie in a
job interview**

- **Tip #1. Research and learn about the company**

- The first and most important step in preparing for an interview is to research about the company you are interviewing with. You should be aware of what they do and how they operate, in which sector they work, learn about their products and business model, and determine if the company is a good fit for you.

- **Tip #2. Review the job description**

- You should check the job description details to get a clear idea of what the job is about and what skills are required for the open position to which you have applied. Make sure you have most of the skills on your resume that are mentioned in the job description.

- **Tip #3. Try mock interviews**

- As we all know practice makes us perfect, so it is critical to practice for your interview. Many people are afraid of facing the interview and providing appropriate answers. To overcome this fear, conduct a few mock interviews with a friend or family member.

- **Tip #4. Prepare to answer the most commonly asked question**

- The following are some of the most common questions asked by the interviewer.
- Tell me about yourself?
- What are your strengths?
- What are your weaknesses?
- Where do you see yourself in 5 years?
- Why should we hire you?
- Why are you looking for a job change?
- What makes you want to work for us?
- What is your biggest achievement so far?
- What is the reason for the gap in your resume?
- What are your salary expectations?

- **Tip #5. Prepare for the question you can ask the interviewer**
- At the end of most interviews, you will be asked if you have any questions, and it's important to ask questions as it will show that you are interested in the position and the company.

Here are a few queries you can put to the interviewer:

- What's your favourite part about working here?
- Can you please tell me about some projects I'd be working on?
- What are the most significant difficulties that someone in this position would face?
- Who will I report to directly?
- What will be the next step in the interview process?

- **Tip #6. Dress appropriately**

- A good thumb rule is to dress one step up. So if everyone else is wearing jeans and T-shirts, go for formal pants with a formal shirt, and if everyone else is wearing pants and a shirt, go for business casual, but avoid wearing anything too revealing, controversial, or distracting. The interviewer will be more concerned with your qualifications than with your attire. Remember to iron your clothes and avoid using too much perfume. Polish your shoes before leaving home. Trim your fingernails, and you are good to go.

- **Tip #7. Do some salary research and be prepared to discuss salary**

- During the interview, you might be asked about your salary expectation, so you have to be prepared to answer this question to keep yourself from getting caught off guard and agreeing on a way-to-low number. So do a bit of salary research and always check the structure according to the experience in the market and try to avoid giving a specific number, you can say like " I'm open to negotiating on salary" or "I'm open to discussing".

- **Tip #8. Arrive early**

- Try to arrive 15-20 min early for a job interview, as it will make a positive first impression on your interviewer, but do not arrive too early! This can make the interviewer feel uncomfortable. Arriving early can give you plenty of time to get settled, and also, this will give you time to do the paperwork. So plan your travel accordingly keeping traffic, parking, etc., in mind and if there are any unknowable external circumstances on the day of the interview, like traffic or any other, try to notify the recruiter so that he can make the arrangements accordingly.

- **Tip #9. Smile and make eye contact**

- Try to smile and make eye contact during the interview as it connects you to the interviewer, and also you will look more confident, engaged, and interested in the position. Do not look around while the interviewer is talking, as it will show that you are nervous. In a survey, it was found that 60% of recruiters said they would reject candidates who didn't make eye contact while 40% said lack of smile was a good enough reason not to hire someone.

- **Tip #10. Don't lie in a job interview**

- Honesty is the best policy, so you should be honest while answering any question asked during the interview. If you are caught lying about something, it can destroy even the best first impression because many times employers check up on you after the interview by conducting background verification. They might possibly contact your previous employer and references, and you definitely do not want to be caught lying about your skills and previous work history, so be honest and explain career gaps if any.

DIFFERENCE BETWEEN INQUIRY AND ENQUIRY



Inquiry vs **Enquiry**

Investigating
In-teresting In-spiring In-depth

Enabling
En-try-level "Goog-leable" Fi-nite

Questions that are worth asking
"What do I need to know, do, learn, practice, develop, create, connect or test to be able to achieve this mission?"

Questions that are already answered
"What can I do with this *next*?"

Inquiry is derived from the verb inquire	Enquiry is derived from the verb enquire
More commonly used in American English	More commonly used in British English
Can specifically refer to a formal investigation or inquest	More used for general senses of 'ask'



Enquire
to ask a question (mainly British usage)

VS

Inquire
to investigate

Inquiry Emails

The purposes of the email are to: begin a dialogue with your client

- establish client/consultant rapport
- schedule an interview to gather data in order to craft a deliverable

The email of inquiry is your first “official” contact with your client, and you should carefully compose the message.

Body of Email : Your email should include, but is not limited to, the following:

- Tell the client a little bit about yourselves.
- Explain that you will be working with the client on the client deliverable project and offer your thanks for his/her participation.
- Briefly outline the client project and highlight major due dates.
- Emphasize the mutual benefits of participation in the project
- Do not forget to state that you will be following up the email with a phone call or other communication to schedule/confirm the interview time, date, and location.
- Do not use "**Mrs.**" as a title for a woman. "**Ms.**" is the professional title as it shouldn't matter whether a woman is married or not. Do not address a client by their first name unless they tell you to.

Inquiry Emails

E-mail of enquiry should inform the recipient that the sender wants to enquire about something or has a request. It could be:

- an enquiry about a product
- A request for a brochure or a price list
- Question related to product components

THE SUBJECT LINE

- As always, the subject line should be clear and concise. For example:

Enquiry About Your Product

Request For A Brochure

Request For A Price List

Question Re Product Component

PARAGRAPH 1

The first paragraph should tell the reader *HOW YOU GO THE CONTACT* (if it is your first contact)

e.g. Dear Sir or Madam,

I saw your advert in the Daily News on Tuesday, 12 June 2014.

OR

Dear Mr. Jason,

Your company was recommended to me by Ms. Elsie Wong of Far Eastern Logistics.

PARAGRAPH 2 - about yourself

So, if you haven't contacted the recipient before you should use the 2nd paragraph to say something about you/your company: e.g.

We are a Romanian company specialized in manufacturing rotary drying machines. We are interested in establishing cooperation with you.

OR

I am writing to enquire about the position of a sales manager you advertised on your website.

PARAGRAPH 3 - request more details

Paragraph 3 is optional and depends on the topic. It is usually reserved for **MORE DETAILED REQUEST FOR INFORMATION**

e.g.

We would be grateful if you could tell us a little more about....

We would appreciate if you could send us more detailed info about...

In particular, we would like to know.....

PARAGRAPH 4 - other specific questions

Paragraph 4 is also optional. It should contain **OTHER SPECIFIC QUESTIONS** – if any. e.g.

- In particular, we are interested in receiving your catalogue....
- Could you also say whether you could make a delivery within 15 days.
- If you have any questions, do not hesitate to contact me.

PARAGRAPH 5 - CLOSING PHRASES

In the final paragraph you should use some polite expressions and/or an expression of thanks to the recipient.

e.g.

- I look forward to your reply, and I am certain we can do business in the future.*
- I look forward to hearing from you soon.*

GREETINGS

And of course, the ending phrases:

FORMAL	STANDARD
Sincerely yours	Best wishes
Yours faithfully	Regards
	Truly yours

It should look something like this:

Sincerely yours,
Michael Jones,
HR manager

1

Etiquette refers to guidelines which control the way a responsible individual should behave in the society.

- Social Etiquette
- Corporate Etiquette
- Interview Etiquette
- Business Etiquette



BUSINESS ETIQUETTE

Business Etiquette is a set of rules that govern the way people interact with one another in business, with customers, suppliers, with inside or outside bodies.

**Mannerism
in business**

kindness

**Courtesy (polite
behaviour)**

Assertiveness

**Making your
client satisfied**



IMPORTANCE OF BUSINESS ETIQUETTE

- Builds Strong Relationships.
- Promotes Positive Atmosphere.
- Reflects Confidence.
- Prevents Misunderstandings.
- Resolve conflicts.



TYPES OF BUSINESS ETIQUETTES

- **Telephonic Etiquettes.**
- **Dinning Etiquettes.**
- **Office Etiquettes.**
- **Meeting Etiquettes.**
- **Netiquettes.**



Note: Netiquette is a made-up word from the words net and etiquette. Netiquette thus describes the rules of conduct for respectful and appropriate communication on the internet. Netiquette is often referred to as etiquette for the internet.

TELEPHONIC ETIQUETTES

Telephonic Etiquette refers to the principles of behaviour that one should use while having a business telephonic calls. Some of the rules which should be followed while talking with colleagues on telephone are:-

- ✓ Keep conversation brief.
- ✓ Listen carefully.
- ✓ Do not interrupt.
- ✓ Never be impatient.
- ✓ Do not eat or chew something while speaking on phone.
- ✓ Close your conversation with an appropriate salutation.
- ✓ In case of missed calls , return the call within a reasonable period of time.
- ✓ If someone calls you by mistake, inform the caller politely that he reached a wrong number.



DINNING ETIQUETTES

Dinning Etiquette refers to the principles of behaviour that one should use while having a business meal with colleagues. Some of the rules which should be followed while dinning with colleagues are:-

- ✓ Wait to sit until host/hostess indicated the seating arrangement.
- ✓ Stand on the right side of your chair and enter from your left.
- ✓ Put your napkin in your lap.
- ✓ Decide on your menu selections quickly.
- ✓ Wait for all people to be served before beginning.
- ✓ Know which silverware to use with which food.
- ✓ Salt/pepper pass together.
- ✓ Generally pass food to the right.



OFFICE ETIQUETTES

Office Etiquette is a code that governs the expectations of social behaviour in a workplace. Some of the rules which should be utilised by office employees to show proper etiquette are:-

- ✓ Show a healthy respect for colleagues' experience and expertise.
- ✓ Leave your personal life at front door.
- ✓ Never go over the head supervisors, without letting him/her first.
- ✓ Be timely. Arrive to work and meetings on time. Complete work assignment on time.
- ✓ Adopt a can-do attitude. Those who accept challenges and display creativity are valuable.
- ✓ Appear as professional as possible. Being well groomed and clean is essential. Dress your next job/promotion.
- ✓ Be flexible. By remaining flexible and implementing change you gain a reputation as a cooperative employee.



MEETING ETIQUETTES

Meeting Etiquettes refers to the principles of behaviour that one should use while having a business meeting. Some of the rules which should be followed while attending a business meetings are:-

HANDSHAKE

- Develop a comfortable handshake and keep it constant.
- Handshakes are vital in social situations.
- Handshakes should not be too hard or too soft.
- Make a solid connection of the web skin between the thumb and forefinger.



EYE CONTACT

- Eyes contact increases trust.
- It shows good and good interpersonal skill.
- Eye contact shows respect for the person and business situation.



NETIQUETTES

Netiquettes are the **correct** or **acceptable** of using the internet .

Main netiquettes that should be followed in an organisation are:-

- ☐ Email etiquette
- ☐ Chatting etiquette



EMAIL ETIQUETTES

Email etiquettes refers to the principles of behaviour that one should use when writing or answering email messages. Some of the rules which should be followed:-

- Be concise and to the point.
- Use proper spelling, grammar & punctuation.
- Answer swiftly.
- Use a meaningful subject.
- Read the email before you sent it.
- Take care with abbreviations and emotions.
- Use active voice instead of passive voice.
- Make it personal. Avoid using Bcc and Cc unnecessarily.



CHATTING ETIQUETTES

Chatting etiquettes refers to the principle of behaviour that one should use while having an online chatting with colleagues, clients or boss. Some of the rules which should be followed while chatting online are:-

- Create an identity.
- Language and tone.
- Be polite.
- Abbreviate with purpose.
- Don't stress about typos.
- Be caring and Empathetic.
- Set a positive tone.
- Use simple language with right grammar & spellings.
- Keep your conversation to the topic.
- Wrap up conversations with a positive note.



Practicing Business Etiquette

1. When in doubt, introduce others.

- Always introduce people to others whenever the opportunity arises, unless you know that they're already acquainted (having fair knowledge). It makes people feel valued, regardless of their status or position.

2. A handshake is still the professional standard.

- Not only does this simple gesture demonstrate that you're polite, confident, and approachable, it also sets the tone for any potential future professional relationship. In a very casual work atmosphere, you might be able to get away with a nod or a hello, but it's worth it to make the extra effort to offer your hand.

3. Always say “Please” and “Thank you.”

- This should go without saying, but even in a very casual professional atmosphere, this basic form of courtesy is still imperative. Today, sending a thank you email is perfectly acceptable, but a handwritten thank you note is always a nice touch.

4. Don’t interrupt.

- We’ve become a nation of “over-talkers,” so eager to offer our own opinions or press our point that we often interrupt others mid-sentence. It can be tongue-bitingly difficult to force ourselves not to interject, especially when the discussion is heated. Don’t. It’s rude and shows disrespect for the opinions of others. Remember, be assertive, not aggressive.

5. Watch your language.

- Verbal and written communications are often much less formal than in times past, but be careful to choose your words wisely. Of course, derogatory, rude, or offensive language is unacceptable, but so is slang. While it may be commonplace in our society, it’s never acceptable in a professional atmosphere.

- **6. Double check before you hit send.**
- While we're on the subject of communication, always check your emails for spelling and grammar errors. Since the advent of spell check, there is no excuse for typos. Also, do a quick read to make sure the meaning and tone are what you wish to convey.
- **7. Don't walk into someone's office unannounced.**
- It's disrespectful to assume that you have the right to interrupt other people's work. Knock on the door or say hello if it's open and ask if it's a good time to talk. If the discussion is going to take more than a few minutes, it's a good idea to call or email and schedule a good time for both of you.
- **8. Don't gossip.**
- It's so hard sometimes to resist engaging in a little "harmless" gossip, but the reality is that gossip is never harmless. It is most certainly damaging to the subject of the gossip, but it also reflects poorly on you. It's natural to be curious and interested in what other people are doing, but talking about someone who is not present is disrespectful.

9. Don't eavesdrop.

- Everyone is entitled to private conversations, in person or over the phone. The same goes for email; don't stand over someone's shoulder and read their emails.

10. Acknowledge others.

- When someone approaches you, acknowledge him or her. If you're in the middle of something important, it's fine to ask them to wait a minute while you finish. If you pass someone in the hallway or on the street, but don't have time to talk, at least wave a hand and say hello. Busyness is not an excuse to ignore people.

11. Avoid the "Big Two."

- We have blurred many of the personal and professional lines, but politics and religion are still off-limits. These topics are highly charged minefields for a professional atmosphere. Leave them at the office door.

12. For better business etiquette, be on time.

- We're all busy. Being punctual shows others that you value their time. Being late doesn't mean that you're busier than other people; it just means that you're inconsiderate.

13. No phone during meetings.

- When you're in a meeting, be present. Don't take calls, text or check email. It's disrespectful to the other attendees, not to mention extremely annoying. It also makes meetings last longer because the participants keep losing focus.

Technological Advancement and Business Communication:
Teleconference, Virtual meetings, Business Blogs and Vlogs,
Using social media to build network and business
relationships, posting comments in social media, Tweets,
Facebook, LinkedIn, Job Portal.

Teleconference

- Teleconferencing is rapidly becoming the primary route for businesses to communicate.
- Teleconference calls are online meetings that link people at different locations, generally via an audio or video call. It's a simple way for teams to communicate when they're working remotely or located in different geographical areas. Teleconferences used to be held using traditional phone lines, with audio the typical mode of communication.
- Fast forward to today and teleconferences have evolved to include features including VoIP (voice over internet protocol) and video. Landline teleconferences haven't disappeared, but more and more businesses have started to realise the many benefits of running meetings using software hosted in the cloud.

- There are various types of teleconferencing services, they can generally be divided into two categories: audio-only, or video-supported. Both have their own advantages and disadvantages.

1. A video conference

- Video conferences require a higher bandwidth to audio calls. During a video conference, participants have a **live video image** feed of the other participants so it feels more like a real, face to face meeting than a traditional phone call. Video calls also often offer access to extra collaboration tools, such as screen sharing, which saves time compared to sending files.
- Video conferencing is generally the top choice for meetings that use visual aids like presentations or seminars.
- Most video conferencing software allows you to host meetings for a hundred-plus participants, so it's a solution that's suitable for larger teams



- **2. An audio conference**

- Audio teleconferences are also known as **conference calls** or **‘voice-only’ calls**. They’re the same as normal telephone calls, but multiple participants can dial into them simultaneously. There’s a limit to how many people can join a meeting, but the majority of VoIP conferencing services can support hundreds of people on a call at one time.
- Audio conferences can be held without an internet connection, making this an attractive option for companies that still rely on landline phone connectivity. Participants can join from any device that supports telephony, meaning they can dial in from a landline, mobile phone, or other device. This provides a flexibility that’s ideal for teams that are permanently out and about.



For audio conferencing

- In general, a host sends email invitations with codes and links included. When working with analog or IP phones, these have to be input manually. If you're using a PC or mobile all you have to do is click on the codes to get sent directly to the meeting. You will need to enter three access numbers:
- **A dial-in number:** This is the telephone number you need to dial on your phone.
- **An access code:** This unique seven digit code is another requirement to join a session.
- **A PIN code:** These codes are usually entered by a host in order to access moderator tools.

Advantages and disadvantages of Teleconferencing

- **Pros of teleconferencing**

Cost-effectiveness

- Teleconferences can save companies significantly on travel and transport costs, since virtual meetings can be held from wherever is most convenient. Increased use of teleconferencing will also lead to cost savings in other areas such as office rental, electricity, water - and even food - since online events needn't be catered for.

Time-saving

- Conferences don't have to be scheduled weeks in advance and don't involve the same level of preparation as face-to-face meetings. A simple email invite is all that's required with a dial-in at an agreed time.

Easy collaboration

- Online and video teleconferences come with a range of collaboration tools. You can, for instance, file share and file transfer in real time, making it easy for teams to stay on the same page, no matter where they are.

Makes meeting review easy

- The ability to record sessions with video or call recording features means everyone can review the conference without having to take physical notes.

Flexible and mobile-friendly

- Teleconferencing online can be done via multiple devices such as smartphones, tablets, or desktops, from anywhere and at any time.

Disadvantages of teleconferences

1. Possible technical issues

- Technical issues can be a problem, and have been experienced by many who have attended teleconferences. However, these problems are usually minor, and, provided the equipment used is high quality and the internet connection stable, they are usually quickly resolved.

2. Difficult to monitor

- It can be tricky to keep count of attendance at virtual conferences - as well as keep attendees attentive. To avoid this, it may help to introduce a roll call at the beginning of a conference and if the conference is a video call, ask participants to keep their cameras on. That way, it's easy to see who's paying attention and who isn't.

3. Impersonal

- Teleconferences can seem impersonal. When participants can't see or hear everyone in the same way as at a physical meeting, they can feel a little disconnected. Meetings can still be successful, however, as long as they are structured correctly and ideas are effectively communicated. Video teleconferences are preferable to audio because attendees can see and use visual cues and body language in a meeting.

Virtual Meeting (Zoom, Skype, Google Meetings, Webex, MS office Teams)

- A virtual meeting is a form of communication that enables people in different physical locations to use their mobile or internet connected devices to meet in the same virtual room. People use virtual meetings in many ways, including for connecting with family and friends, tele therapy, and collaborating with their distributed workforce.
- Virtual meetings can be held with anyone, anywhere.
- Once believed to be a temporary situation, working from home, virtual meetings, and virtual learning, has become a long term solution.





TIPS

To run a
successful virtual
meeting

**Ensure Everyone's
Point Of View
Is Heard**

Introvert participants might
not proactively contribute

Be Humane

Ask the participants about the well being of
their friends and family

Be Respectful Of Colleagues Time

Set clear objectives
Be precise and to the point

Use Video Tools

Zoom, Skype, MS Teams

Provide An Audio Dial-in Option

Video conferencing needs strong internet;
Keep the option of participating via audio

Test The Technology Ahead Of Time

Prior to the meeting, participants must familiarize themselves
with the software they are using



Virtual meetings can be impactful teamwork drivers. If you use the right video conferencing solution, you can use many of its features to enable the best practices above and set the tone for positive and successful interactions.

Best practices of Virtual Meetings

1. Start and End Times Are Set

2. Use Video Conferencing

3. Choose the Right Technology and Test It

4. Create an Agenda

5. Acknowledge Everybody

6. Wait for One Person to Finish Speaking

7. Watch the Mute Button

8. Every Meeting Needs a Facilitator: Virtual discussions are hard to manage, which is why every virtual meeting needs one individual who ensures the rules, can guide the conversation, makes sure that the agenda is being followed, and helps everyone focus. The job of the facilitator is also to guarantee that everyone is heard.

9. Summarise the Meeting

- **Cons of virtual Meetings**

- workers struggle to find the important work/life balance that supports mental health, and that most have had disruptions and sleep patterns as a result.

Business Blogs and Vlogs

- A blog is short for weblog. It's a website that mainly uses text as a medium to share information, educate readers, and build brand awareness. Businesses have used blogs for marketing since the launch of Blogger in 1999.
- A vlog is short for video blog. As the name suggests, it uses video to communicate your message. Vlogs are generally used to share personal stories, interests, and skills. However, there are millions of niche vlogs that focus on specific topics such as travel, fashion and beauty, fitness, and health.



- A blog is not a static file, but rather a continuing mode of communication that is updated frequently with new, related content. Blogs characteristically contain dynamic links to additional online content and may also comprise interactive components such as a comments section. Blogs are happening out primarily as text documents, but today's more sophisticated blogs often feature lively visuals and videos.

Types of Blogs: There are many kinds of blogs and some of them are,

- **Personal blog** – which is owned by an individual
- **Collaborative blog**– which is owned by a group of people
- **Corporate blog** – which is for employers in an organization

A **vlog** gets its name from the 'video blog' and the 'video log'. Vlogs are social media accounts owned by persons or groups of people, and the content medium is videos.

Blogs are characteristically hosted on **WordPress**, Squarespace, and comparable sites, but many bloggers turn to Facebook & Instagram. Vlogs are typically found on **YouTube**, however, Facebook & Instagram allow for video content, although with some limits.

Difference Between Blog and Vlog

- Blogging needs very little investment.
 - Blogging can be simple or time-consuming as you need it to be.
 - Blogs are frequently monetized through advertising & affiliate marketing
-
- Vlogging requires more time and effort, particularly if you make daily vlog content.
 - Vlogging needs more equipment, such as a camera, mike, and online video editor & editing software & some are not free.
 - Vlogs are likely to be monetized through sponsorship or product placements.

Using social media to build network and business relationships

- Trust is the cornerstone of any successful business relationship. Social media provides a platform for brands to showcase their authenticity, share their values, and build credibility among their audience. Through regular, transparent communication, businesses can establish themselves as trustworthy entities.
- Having a strong relationship with your target audience helps secure your brand as your customers' go-to company when in need of your product or service.
- Social media has changed the way businesses and customers interact with each other, and it's important that social media is seen as an avenue for real-time communication and feedback.
- It's important to build customer relationships because it:
- **Reduces customer turnover and improves customer loyalty.** As with any organization, the less turnover the better. The same applies for customers: the longer you can retain your customers, the better mutual outcome. They receive excellent customer service and products from your business and, in turn, you receive their loyalty.
- **Increases the customer lifetime value (CLV).** This is a great **social media KPI** to capture. The longer a customer remains loyal and purchases from your business, the greater the value this customer has in their relationship with you.



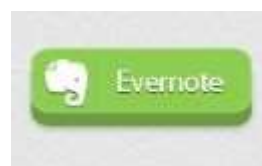
- **Note: Podcasts:** It is a combination of the words iPod and broadcast. A radio programme that is stored in a digital form that you can download from the internet and play on a computer or on an MP3 player. It's just like TV / TV show is made up of a whole series of episodes.
- **Social networking** refers to using internet-based social media sites to stay connected with friends, family, colleagues, or customers. Social networking can have a social purpose, a business purpose, or both through sites like Facebook, X (formerly Twitter), Instagram, and Pinterest.

Use Social Media for Professional Networking

- Create a professional profile. Your social media profile is your online brand.
- Be active and engage with others.
- Showcase your expertise.
- Connect with industry influencers.
- Use hashtags.
- Stay professional.
- Don't be afraid to ask for help.
- **LinkedIn** is the most popular social networking sites when it comes to online “business networking”. It is a platform that allows business people and professionals all over the world, regardless of their industry, to connect with other professionals.

- **Network with social media**

- Make direct one-on-one contact.
- Network with individuals at all working levels.
- Join groups or pages of interest.
- Ask for advice.
- Be helpful when you can.
- Reach out to people you don't know.
- Write your own content.
- Foster long-term relationships.



facebook.

Social Network connecting friends and family by allowing shared status updates, photos, videos, and even has instant chat and email.

VS

twitter

Social Network allowing status updates or text sharing - up to 140 characters per tweet. You can include images, text and links.



1.15 Billion+ Users
(worldwide)



Launched 2004



Networks People

This social network focuses on each person adding their friends and family to their pages so that they can stay connect and interact easily.



Users Share 2.5 Billion
pieces of content each DAY



65% of Users are 35^{or older}
It's not just for teens



40% Male / 60% Female



560 Million+ Users
(worldwide)



Launched 2006



Networks Ideas

This social network focuses on quick, "real-time" information allowing people to use # Hashtags to easily connect ideas and topics. This makes searching for a topic extremely simple.



5,700 Tweets Happen
every SECOND



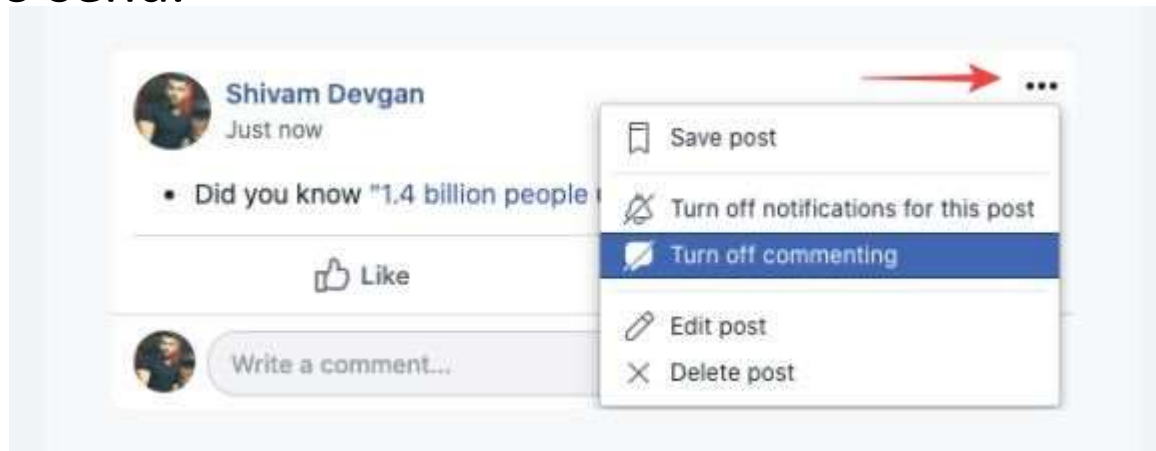
55% of Users are 35^{or older}
It's not just for news or celebrities either!



40% Male / 60% Female

Posting comments in social media

- To leave a social media comment on someone else's post, all you have to do is tap the comment bubble icon directly below the photo to be taken to the comments page. After you type your comment, simply tap the Post button for it to send.

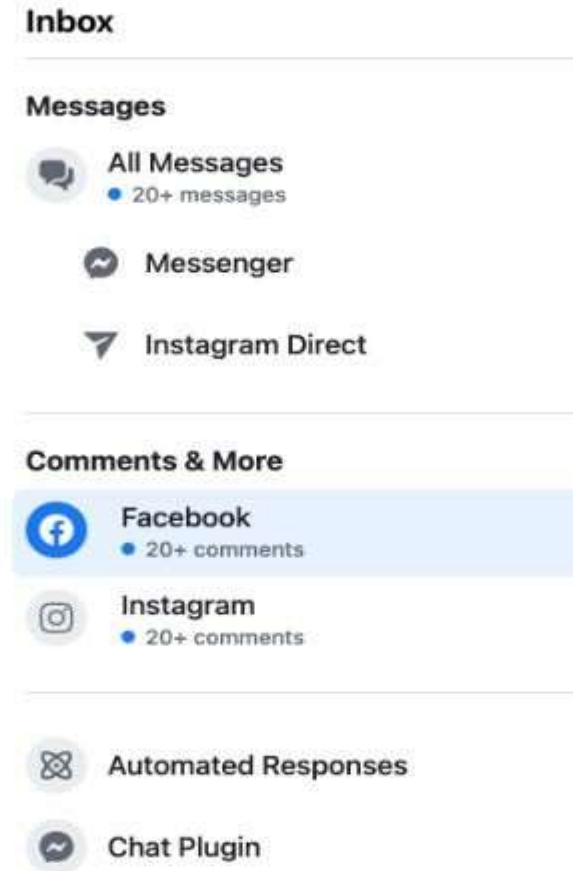


Social media is all about engaging and interacting with your audience. This means when your followers and customers leave social media comments on your posts with enquiries, complaints or compliments.

Different types of comments: **Positive comments or feedback, Neutral comments, Negative comments**

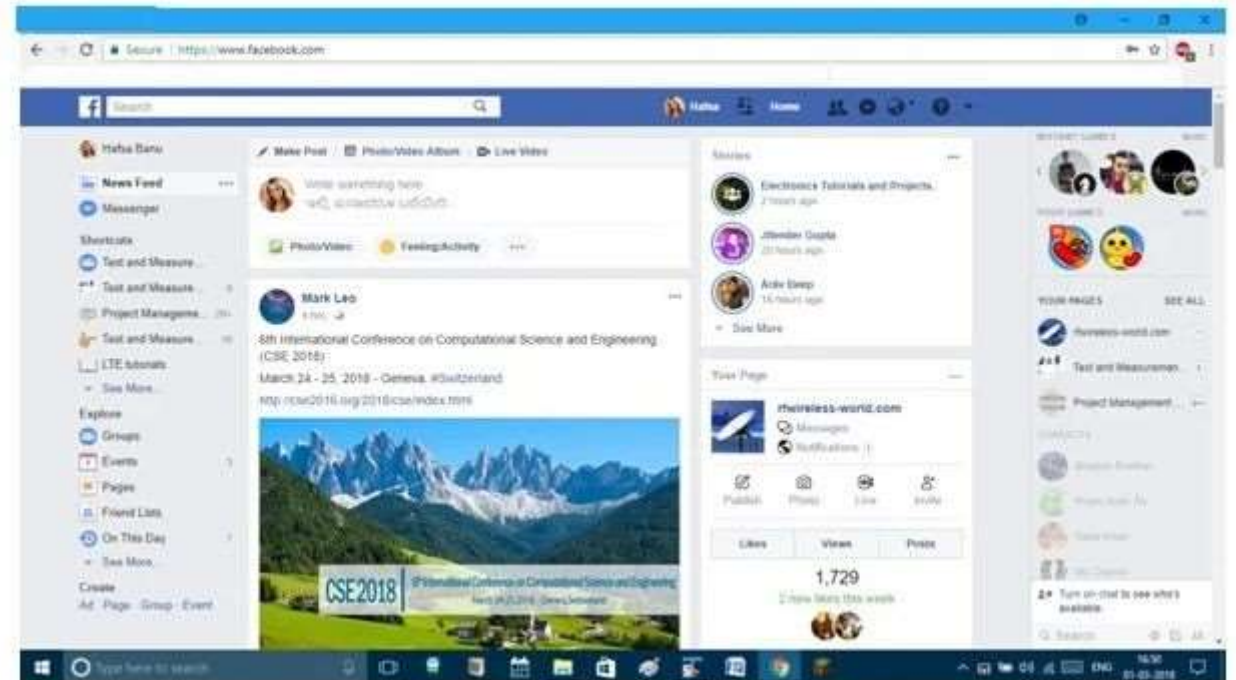
- **1. Facebook**
- Facebook remains a thriving social network where audiences go to discover and engage with content that resonates and to stay updated on the latest trends. It's also where people go to interact with a brand and in return expect brands to engage with them authentically.

To make sure you don't miss a comment, click **Inbox** in the left sidebar of your Facebook Page manager. Access comments from there and click **Reply** to respond.



Facebook is social networking website similar to twitter, Linkedin etc. It can be used as application or web page.

- It allows people to communicate, share documents/photos/multimedia files, make friends and so on.
- Facebook messenger is an instant messaging service/application which can be downloaded and installed on mobile and desktop devices. It allows text and video chat service for free.
- There are various features of facebook. News Feed has been recently added which highlights information such as profile changes, events, birthdays and so on.
- It allows to create specific groups in which like minded people can join and discuss or share their views or works.
- Facebook can also be used for marketing purpose by posting advertisements.



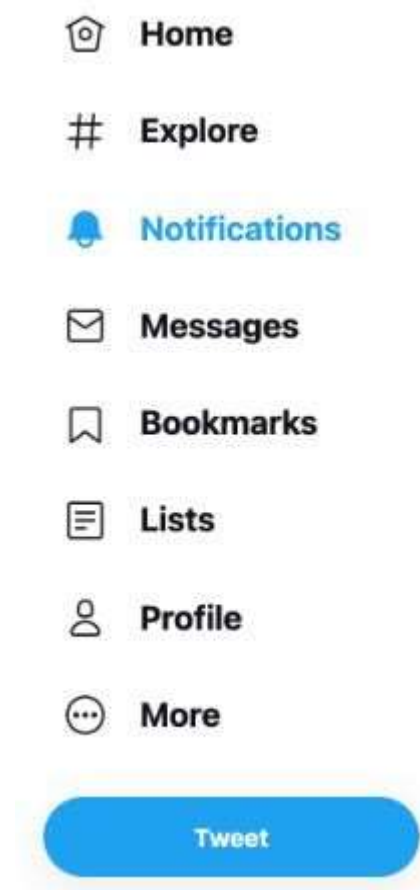
• Benefits Or Advantages Of Facebook

- ➡ You can connect to the world and get all the information by just signing up on it.
- ➡ You can find and invite your friends to connect.
- ➡ You can share each and every moment of your personal life with all your contacts.
- ➡ It provides an interface where you can chat with all the people you know.
- ➡ Business promotion is one of the biggest advantages of facebook. You can advertise your business on fan pages and through Advertisements.
- ➡ You can entertain yourself on Facebook as it provides games to play with friends and family members.
- ➡ The best part of Facebook is that it is free of cost and that you don't need to pay for the services available to you. The exception is paid advertisement and paid promotion.
- ➡ You can create one or many groups pertaining to particular topic and invite your contacts to be member of the same. This allows other facebook users to also join the group. This provides platform for the like minded people to discuss and share their views. The group members can post queries and also provide answer to queries of the others.
- ➡ It has messenger utility which can be installed on the mobile phones to have quick access compare to web page.

• Drawbacks Or Disadvantages Of Facebook

- ➡ A person can get addicted to Facebook in no time.
 - ➡ Some people can create fake accounts which results into harassment and abuse.
 - ➡ Hackers are now using facebook who send scams which can retrieve all your personal data.
 - ➡ You can not hide your personal details as it is viewed by all the people even if he/she is not your relative.
 - ➡ Some people create groups in order to abuse people or personalities considering their religion or Caste.
 - ➡ Addiction lead to poor academic results.

- **X (formerly known as Twitter)**
- Customers love X for its real-time, bite-sized content format that allows for quick and easy conversations. That's one of the reasons why it's so popular for customer service. Customers voice their concerns with brands, share opinions and engage in discussions freely, and before you know it, there's a trending hashtag.



Pros/Merits/ Advantages of 'X' (Twitter)

- It's easy to stay up-to-date
- There are almost limits to self-expression
- You'll find a community of like-minded people
- Customers give you real-time feedback
- It helps connect with your target audience
- It shows people's perception towards your business
- Direct your followers to your website

Disadvantages

- Bad news spreads fast
- It requires constant monitoring
- It requires a significant commitment to get satisfactory results
- X Analytics doesn't give you the whole picture

- **LinkedIn**

- Responding to social media comments on LinkedIn is different from other social channels. Since it's a platform geared toward professionals, you need to respond in a friendly but formal manner. Acknowledge comments by liking them and express your thoughts succinctly in your response.

Social KPIs to prioritize in 2024:

- Engagement**
Total engagements, engagement rate
- Customer satisfaction**
Average first reply time, CSAT score, reviews
- Brand health**
Brand mentions, share of voice
- Conversion**
CTR, paid social metrics

sproutsocial | The Sprout Social Index™

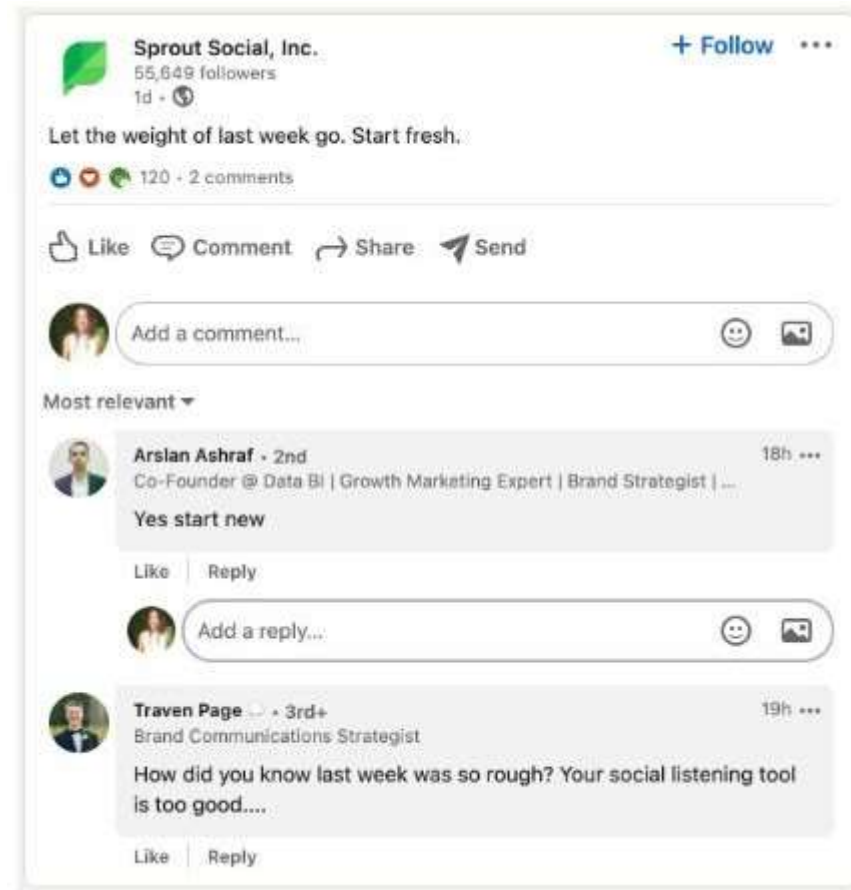
Sprout Social, Inc.
115,362 followers
1mo · Edited · 🌐

Dan Klamm · 2nd
VP, Global Head of Social Media & Conte...
4w ...
I am on a call with my Sprout account manager and she just asked about our KPIs for 2024. Then this post appeared. 🙄
Like · 🗨️ 7 · Reply · 1 Reply

Sprout Social, Inc. **Author**
115,362 followers
4w ...
•• We're clearly in sync today!
Like · 🗨️ 1 · Reply

Rachel Lewis (She/Her) · 3rd+
Social Media Consultant - passionate ...
4w ...
Feels like only a minute ago we were talking about priorities for 2023! This is interesting insight. Thank you!

- To comment on LinkedIn posts, click on the **Comment** option under the post and type your message in the box that appears. To reply to someone else's comment on your post, open the post, click on the comments and tap on **Reply** to respond.



Linked in

Advantages and disadvantages

Advantages

- Network building
- Job opportunities
- Industry Updates
- LinkedIn answer section
- Professional profile building
- Discover new business opportunities
- Get valuable insight about your target

Disadvantages

- Needs time to learn and time
- Time consuming
- Slow response time
- Low interaction levels
- High prices to go premium
- Spam messages
- High advertising expenses

Pros of Each Social Platform for Businesses

Twitter

- Convey your message in an elevator pitch-like message.
- Create quick, timely, easily-digestible, and succinct messaging and snippets of information.
- Offer quick tips or links to articles, breaking news, and resources.

Facebook

- Post on the most-engaged with social platform.
- Ensure your content gets in front of your audience – the average user opens Facebook multiple times per day.
- Share in-depth content (e.g. full business pages, videos, articles, etc.)

Instagram

- Create an interactive community.
- Share content in different packages (e.g. images, videos, Reels, Stories, and IGTV).
- Work with influencers to increase engagement (accounts with 1-5K followers see the most engagement).





TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND 



560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS 
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

f



1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES 
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



150
MILLION
ACTIVE USERS



LINKEDIN

**BUSINESS
ORIENTED**
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE
BRANDS**

GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK
& CONNECT**



79% OF USERS
 ARE **35**
OR OLDER



240
MILLION
ACTIVE USERS

Job Portal

- A job portal is a website where people who need jobs can find jobs and companies looking for job seekers can find the perfect employees. It serves as a medium where job seekers can create profiles, upload resumes, and search for job openings across various industries and locations.
- **Use job portals for recruitment**
 - Most recruiters use job portals to simplify hiring process. Although few job portals have additional features, most of them have similar functions. The following are **the steps to guide you in using job portals:**
 - Register your account in multiple sites.
 - Create your first job posting.
 - Frame an effective job description.
 - Wait for the applications to arrive.

Job seekers upload their resumes that include their skills, experience, location etc., these later apply in the search option of recruiters who are looking for candidates according to their needs.

Important Job Portals in India

1. **Naukri**. One of the oldest and the most popular job portals in India is Naukri. The portal was launched in 1997 and is accessed by thousands of job seekers daily. The site gets updated by daily job postings from recruiters.
2. **Foundit**, formerly known as Monster is another popular and one of the oldest Job portals of India.
3. **LinkedIn** is a popular professional networking site and is not a typical job portal
4. **Shine** is a job portal managed by the popular newspaper brand – HT Media Limited.
5. **TimesJobs** This portal is managed by the Times Group
- 6 **Indeed**, is a US-based job portal that has now gone around the world, including India.
7. **Glassdoor** may appear to be a portal where reviews and ratings are given to an organization by its current and ex-employees.
8. **Freshersworld**, as the name of this portal suggests, this site is for freshers and recent grads who do not have much work experience and are just beginning to look out for the job.

9. **Upwork** is a great place to look for part-time jobs and remote gigs.
10. **JobsforHer** is a popular job portal in India that caters to women job seekers looking for career opportunities across different sectors.
11. **Cutshort** ensures job seekers can find the best job search portal in India that matches their skills and qualifications.
12. **Jobsora** provides job seekers access to thousands of job openings from various industries.
13. **QuikrJobs** is one of the job portals allowing users to quickly discover jobs in their city or locality.
14. **Hirist** job portal in India is for tech geeks interested in Java, Python, Ruby, and emerging technologies such as Blockchain, Augmented Reality, Virtual Reality, IoT, and cryptocurrency. Hirist.tech: <https://www.hirist.tech>, 85% Unicorns Hire on Hirist
15. **Snaphunt** is a job board that provides a hiring tool to help businesses hire people worldwide.



**Wish You
All the Best**