



..... DELTA
..... Business
..... Communication
..... Skills

Louise Pile

Using Social Media



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Communicating online

THIS UNIT LOOKS AT:

- giving examples and explanations
- asking for help and advice
- being clear and brief
- talking about benefits
- using forums

Context Read the extracts below (1–6) and answer these questions.

- 1 Would you respond to these forum posts?
- 2 If so, what would you do/write? If not, why not?
- 3 What would encourage you to download an article, contribute to a blog, or sign up for an e-newsletter?

Tip Note the American English spellings in some of these posts (e.g. *catalog, program, practice* (verb)).

1

Wai Joined 1/2/2013 Posts: 32

Thank you for placing an order with us. Please take five minutes to complete a short survey on our customer service and receive **25% off your next order** as a thank you!

[NEXT](#)

[Sign up for our e-newsletter](#)

2

Look at our top discussion threads.

[Tips for online marketing](#)

[Developing a social media strategy](#)

[Creating opportunities](#)



[Subscribe to our blog.](#)

[Log in to our members-only area.](#)

3



Subforum: branding

4/12 7:34 AM by [Fabio](#)

Do you like our new logo?

[Leave a comment.](#)

[Share this page with your friends.](#)

[Follow us @ DRTInternational #packaging](#)

4

Today @ 14.25 by [Sunil](#) Replies 12 | Views 43

Last forum post: [New IT course](#)

5

Module IT 143B: IT in business

- Analyze a series of IT problems
- Develop innovative IT solutions
- Practice new techniques in the workplace

[View the IT 143B program of study](#)

[Download the organization's catalog](#)

Call 0800 555 8745 or click on **BOOK** to reserve your place.

6




Where can I find a good conference venue in Freiburg? Can anyone help?

Started by [Saskia](#) 20-04 01:57 PM

Five answers


Presentation

Tip See Unit 6 for more about feedback and finding out about your reader.

1  **4.1 Listen to five business people giving their views on how to communicate with other people (e.g. customers) using social media. Match each speaker (1–5) with one piece of advice (a–e).**

- | | | | |
|---|--------------------------|---|--------------------------|
| a use interactive types of social media | <input type="checkbox"/> | d check your messages are clear and brief | <input type="checkbox"/> |
| b give examples or explanations | <input type="checkbox"/> | e offer a range of benefits | <input type="checkbox"/> |
| c ask people for their help and advice | <input type="checkbox"/> | | |

Giving examples and explanations

2  **4.1 Listen again and decide which speaker(s) (1–5) use(s) each of these phrases for giving examples and explanations.**

- | | |
|--|--|
| a for example | e an/one/another example (of ...) is ... |
| b for instance | f Examples include ... |
| c such as / like | g A typical example would be / is ... |
| d ... are examples of / is an example of ... | h I mean ... |

Asking for help and advice

3 **a Look at these ways for asking for help and advice from the unit so far.**

How do you insert a page break in a Word document?

Do you know someone who could set me up a new database?

Where can I find a good conference venue in Freiburg?

Can anyone help?

Please take five minutes to complete a short survey.

b Match these pairs to find other phrases for asking for help and advice.

- | | |
|-------------------|--------------------------------------|
| 1 How can I | a help me finish the report, please? |
| 2 Could you | b I press this button? |
| 3 What happens if | c register for the online course? |
| 4 Would you mind | d setting me up another webpage? |

Being clear and brief

4 **Complete the sentences below using the imperative forms of the verbs in the box (they all appeared in the extracts on page 28).**

call click download leave log share subscribe ~~view~~

- 1 View the IT 143B program of study.
- 2 _____ the organization's catalog.
- 3 _____ to our blog.
- 4 _____ this page with your friends.
- 5 _____ a comment.
- 6 _____ 0800 555 8745.
- 7 _____ on BOOK to reserve your place.
- 8 _____ in to our members-only area.

Tip The imperative form (verb without *to*) can be used to ask readers to do something (e.g. **Sign up** for our e-newsletter.).

5 **Look at these posts from an intranet forum. Which do you prefer, and why?**

a

I've been told that there is a new recruitment process, but I'm not sure I fully understand what's different about the process we've got now and the process we had before. Do you think you could possibly explain what's changed since the new recruitment process has been established? Thank you ever so much.

b

Please could you outline the differences between the new and previous recruitment processes. Thank you.

6 Look at these two posts. Which layout is the clearest, and why?

a

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b

Module IT 143B: IT in business – Analyze a series of IT problems | Develop innovative IT solutions. | Practice new techniques in the workplace. | View the IT 143B program of study. | Download the organization's catalog.

Tip Keep your posts short to avoid making your reader scroll down the page.

Talking about benefits

7  **4.2 Listen again to Speaker 2. Which of these benefits does she recommend offering readers?**

award bonus commission competition discount
free tools money off prize voucher

Tip Offer benefits to encourage people to communicate with you.

Pronunciation

8  **4.3 Listen to and read these sentences from the unit, which show sounds that run together.**

- 1 How do you insert a page break in a Word document?
- 2 Can anyone help?
- 3 Another example is a wiki.
- 4 Use social media to ask for help, for instance in dealing with an IT problem.
- 5 Where can I find a good conference venue in Freiburg?

Practice
Giving examples and explanations

1 Complete each of these sentences with an appropriate word from Presentation Exercise 2. Use one word in each gap.

- 1 We offer a range of rewards to our visitors, _____ as vouchers.
- 2 We use different types of social media, _____ instance wikis and discussion forums.
- 3 Our readers have different professions. _____ include lawyers, solicitors and consultants.
- 4 _____ example of a social-media channel we use is a blog. _____ example is an online forum.
- 5 A _____ example of a client would be a blue-chip company.
- 6 I use all kinds of social media, _____ chat rooms and social-networking sites.
- 7 When I talk about entering EUD48958, what I _____ is that you need to put in this password when you access our members-only area.

Being clear and brief

2 Complete the words in these sentences.

- 1 D_____ a pdf of the report from our website.
- 2 S_____ this article with your friends and colleagues.
- 3 L_____ a comment below.
- 4 C_____ on the link below.
- 5 E_____ our customer-services team on dde@ukmail.com.
- 6 P_____ our helpline on 0389 3948 393.
- 7 S_____ your application online now.

3 How would you change this forum post to make it clearer and shorter?

Need a spot of help I just cannot grasp this new software package I've got – I just can't work out how to delete this strange-looking background image using Manuscript and I was wondering if there's maybe someone out there who might be willing to take 5 mins to possibly give me some advice please please please? I'm using the software Manuscript by the way. If you are happy to help, just PM your email address.

Asking for help and advice 4 Complete each question in this online business forum using an appropriate phrase from Presentation Exercise 3.

Business Forums > IT > Help and advice [Start new thread](#)

	Rating	Last post	Views
1 _____ log on to the CTT network from home? <i>bluejay</i>	★★	31 Jan	27
2 _____ tell if my webpage is loading? <i>JoachimK</i>	★★★	30 Jan	2
3 _____ information about paying staff online? <i>FV21lo</i>	★	30 Jan	15
4 _____ how to merge two PDF files? Can anyone help? <i>James1224</i>	★★★	29 Jan	874
5 _____ my computer crashes while I am trying to update my website? <i>madmax2014</i>	★★	29 Jan	23

Pronunciation 5 a 4.4 Listen to and read the sentences from Exercise 1 on page 30. Mark sounds that run together.

Example: 1 We offer a range of rewards to our visitors, such as vouchers.

b Practise reading the sentences, paying attention to these sounds.

Consolidation 1 Think of an online forum discussion you are going to contribute to soon. Use the questionnaire on page 51 to help you plan how you will communicate with others in that forum.

2 Contribute to the online forum using your notes to help you.

3 Afterwards, reflect on your contributions. How did you communicate with other people? (Is the information relevant/accurate? Could the content be improved? Has anyone commented on what you wrote?)

Tip Some websites restrict the length of a post (e.g. 140 characters) to keep messages short. So practise writing short messages!

➔ NOW TURN TO YOUR LEARNING JOURNAL AND MAKE NOTES ON THIS UNIT.