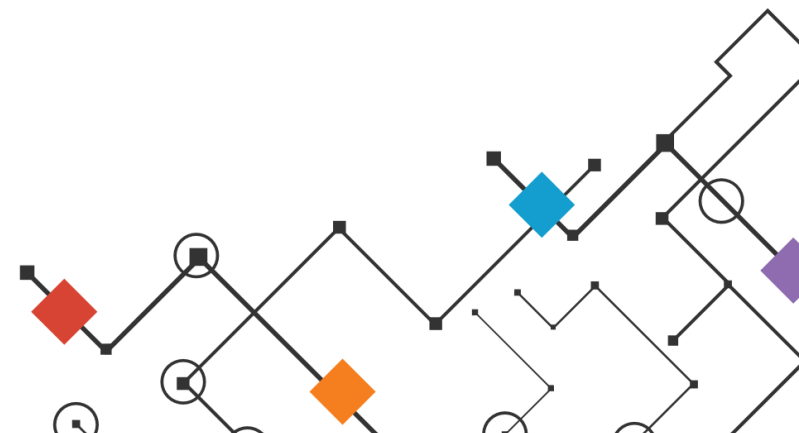# Mastering Digital Communications

FOR THE WORKPLACE

24TH AUGUST 2023

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It's a digital comms (DC) age!

You can hide but you can't run!!

- Unless you've been operating under a rock, chances are your company relies on digital communication on a day-to-day basis.

- What are the types of DC that you know?

Why do we have to master DC?

- While it's easy to sit back and let these tools do all the work, taking a conscious approach to digital communication in the workplace is a relatively low-effort initiative that will return **great benefits.**

What is digital communication (DC)?

- Any type of communication that relies on the use of technology and is delivered through technology-based channels

- **Email, phone calls, video conferencing, and many types of instant messaging like SMS and web chats. Even blogs, podcasts, and videos are considered forms of digital communication.**

What sets DC apart?

What are DCs unique characteristics?

- It's instant, fast

- Wide reach

- More easily measurable, traceable (TINF!!!)

- Can go viral

- Others?

What sets DC apart?

What are DCs unique advantages?

- Improved employee engagement

- Improved customer engagement

- Improved organizational efficiency

- Wider reach – good for visibility and branding

- Others?

What sets DC apart?

- **What are DCs unique disadvantages?**

- Digital well-being – stress and mental health

- Distraction and loss of productivity

- Security breaches

- Others?

Do's and Don't's of DC for the workplace

DO

- DO tailor your message.
- DO encourage social sharing.

DONT

- DON'T overload your employees or yourself with notifications
- DON'T forgo training.
- DON'T underestimate the power of a company-wide policy.

How to create a digital communication policy for your company

- Establish governance

- Dictate security protocol

- Define channels

- Set standards for responsiveness

If all else fails, hire a consultant

- To help you review DC in light of your organizational goals and objectives

- To help you set up a policy

- To help you identify DC tools, channels, grants and platforms

Essential digital communication tools for the workplace

- Email client with built-in features

- Chat/instant messaging

- Project-based collaboration tool

- Video conferencing

- Internal blog from the CEO or president

- Corporate news channel

- Discussion forum