Effective Business Communication

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Linguistic Profiling

- Consultancy
- CPD training
- Online training

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Linguistic Profiling

- Face-to-face communication
- Business meeting effectiveness
- Customer/client interaction
- Non-verbal communication
Linguistic Profiling

Non-verbal toolkit:
• Facial expression
• Eye gaze
• Haptics
• Proxemics
• Kinesics

Paralanguage:
• Tone
• Pitch
• Intonation

How to Read Your Boss: MOOC

https://www.futurelearn.com/courses/how-to-read-your-boss/steps/20181/progress

Digital Communication

- Email effectiveness
- Video conferencing (e.g. Skype)
- Social media (Twitter, Facebook, blogs, etc.)
- Website language and layout: Eyetracking
• In 2014, 25 million SMEs have a Facebook page (Cohen, 2014)

• 1.2 billion users of Facebook every month - (Golbeck, 2013)

• 51% of Twitter users follow brands/companies (Edison Research, 2010)

• Twitter has page dedicated to helping UK SMEs grow on Twitter @TwitterUKI_SME

• 230 million tweets sent daily (Bussman 2013)
Profile

• ‘Profile generation’ is an explicit act of writing oneself into being in a digital environment (Boyd 2011)
9:45p.m. Have got onto Twitter but do not understand. Is just incomprehensible streams of gibberish half conversations with @this and @that. How is anyone supposed to know what is going on?

(Mad about The Boy, ‘Social Media Virgin’, Fielding, 2013: 43)
Social media and relationship-building

- Projecting social connection in writing – but how?
  
  Repetitions
  
  Exaggerations
  
  Ritual utterances
  
  Typographical emphasis and boosters e.g. soooo
  
  Emoticons
  
  Laughter (lol, hahaha)
  
  Affection (xxxx)
Social media and relationship-building

Projecting social connection:

- Use of positive expressions = reinforcing group membership = brand loyalty

- Shift from ‘one-way publicity to relationship-building’

(Gilpin, 2011)
Twitter SME Study, 2013

- 72% of people following an SME will be more likely to purchase their product
- 85% feel more connected with SME after following them
- 86% of respondents are more likely to visit SMEs if a friend recommends them
Social media and relationship-building

Costa Coffee @CostaCoffee · Apr 4
Hello! :) Image: ow.ly/vgWBD #CostaCoffee pic.twitter.com/b0YEFMHEyB

Kate Powell @Kate_powell · Mar 27
Thanks @ClaroFlorist, just ordered a beautiful bunch of flowers to be delivered to the Mothership, since she's 500 miles away! #MothersDay

Claro Florist @ClaroFlorist · Mar 28
@kate_powell Thanks for the order, we hope she likes them! nice conversation

6:35 AM · 28 Mar 2014 · Details

David Liprini @ohbothersaidpoh · Apr 30
What does this mean? @mimecast techsupport pic.twitter.com/Ax2DJAinx3

Mimecast @mimecast · Apr 30
@ohbothersaidpoh this is an error that occurs when your device time is more than 5 minutes different to the official region time.

3:28 AM · 30 Apr 2014 · Details

David Liprini @ohbothersaidpoh · Apr 30
@mimecast thank you for the response, I appreciate it. Turns out that the timezone was set manually, when I set it to auto Mimecast worked.

Mimecast @mimecast · Apr 30
@ohbothersaidpoh EXCELLENT! We are busy changing the error message to make it more "human readable"

Yes, I would also recommend that. Skewed is a lovely word in literature, but not as much fun in error messages.
Tweet types

Distribution of tweet types (2010)

Distribution of tweet types (2012)

(Page, 2012)
Audience design

Face-to-face conversation

- Addressee
- Auditor
- Overhearer
- Eavesdropper

(Bell, 1984)

Twitter and Facebook business pages

- Addressee (direct messages only)
- Networked audience (real and potential viewers)

(Marwick and boyd, 2010)

Context collapse - social media technologies collapse multiple audiences into single contexts (Marwick and boyd, 2010)
#hashtags

- ‘Searchable talk’
- Tweets on a specific topic (e.g. museumselfie)
- #FLreadyyourboss
#hashtags

#nomakeupselfie

#bringbackourgirls
#bashtags

#McDStories

Positive responses relating to Happy Meal?
General Recommendations

- Why are you using it? Identities and culture
- Post regularly
- Make your updates searchable (use hashtags)
- Use face-enhancing language
  - Friendly and conversational tone
- Respond to messages
- Consider resources
- Encourage interaction
How to learn more

- Visit: Linguistic Profiling Homepage
- Email: louise.mullany@nottingham.ac.uk