# MODULE 3:

## Digital Communication, Content Sharing and Responsible Practices. How to share the digital content through digital platforms?

CONTENT 8: The Digital Etiquette: What Is Right And What Is Wrong In The Digital Communication World

# ''Netiquette'': The Digital Etiquette

With the rise of digital communication, understanding proper etiquette has become crucial. Digital etiquette, or "**netiquette**", governs how we interact in online environments.
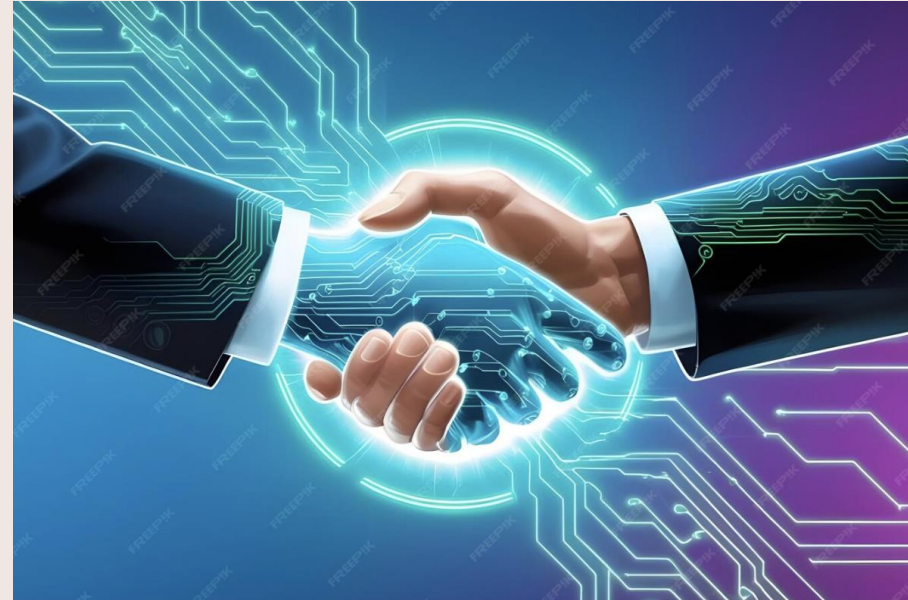


Source: Freepik

# 1- Emailing Etiquette

## RIGHT

- **Use Clear Subject Lines**: Ensure the subject line reflects the content of the email.
- **Be Concise and Professional**: Get to the point while maintaining a professional tone.
- **Proofread**: Check for spelling and grammar errors before sending.
- **Use Appropriate Salutations and Signatures**: Start and end your emails politely.

## WRONG

- **Using All Caps**: It comes across as shouting.
- **Overloading with Attachments**: Send only necessary files and ensure they are not too large.
- **Ignoring Emails**: Respond in a timely manner, even if just to acknowledge receipt.

# 2- Instant Messaging Etiquette



## RIGHT

- **Be Clear and Direct**: Communicate your message concisely.
- **Respect Availability**: Check the status of your contact (e.g., "Busy", "Away") before messaging.
- **Use Emojis Appropriately**: They can add tone to your message but use them sparingly and appropriately.

## WRONG

- **Sending Too Many Messages**: Avoid flooding the recipient with multiple messages in a short period.
- **Ignoring Context**: Don't jump into a conversation without understanding the context.
- **Being Impatient**: Respect the recipient's time; don't expect instant replies.

# 3- Social Media Etiquette


Source: Freepik

## RIGHT

- **Think Before Posting**: Ensure
- your posts are respectful and appropriate for your audience.
- **Give Credit**: Always credit the original source when sharing content.
- **Engage Positively**: Interact with others constructively and positively.

## WRONG

- **Oversharing Personal Information**: Protect your privacy and that of others.
- **Engaging in Arguments**: Avoid public disputes; take discussions offline if necessary.
- **Ignoring Copyrights**: Don't share content without proper permissions or attribution.

# 4- Video Conferencing Etiquette


Source: Freepik

## RIGHT

- **Test Equipment Beforehand**: Ensure your camera and microphone are working.
- **Mute When Not Speaking**: Avoid background noise and interruptions.
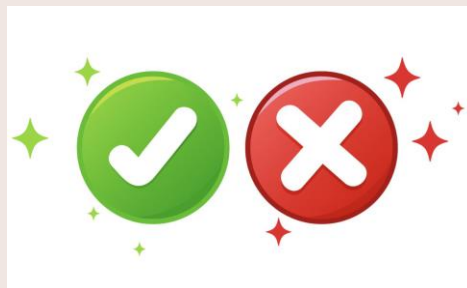- **Be Punctual**: Join meetings on time and be prepared.

## WRONG

- **Multitasking**: Focus on the meeting and avoid doing other tasks.
- **Eating or Drinking**: Avoid eating during meetings; drinking water is usually acceptable.
- **Unprofessional Backgrounds**: Ensure your background is tidy and appropriate for the meeting.

# 5- Online Forum and Comment Etiquette


Source: Freepik

## RIGHT

- **Stay On Topic**: Contribute to the discussion meaningfully.
- **Be Respectful**: Respect others' opinions, even if you disagree.
- **Use Proper Grammar and Spelling**: Communicate clearly and professionally.

## WRONG

- **Trolling**: Don't post inflammatory or off-topic messages to provoke others.
- **Spam**: Avoid posting irrelevant or repetitive messages.
- **Personal Attacks**: Critique ideas, not people.

# 6- Privacy and Security Etiquette

## RIGHT

- **Use Strong Passwords**: Protect your accounts with strong, unique passwords.
- **Be Cautious with Links**: Verify links before clicking to avoid phishing scams.
- **Respect Others' Privacy**: Don't share personal information without consent.


Source: Freepik

## WRONG

- **Sharing Sensitive Information Publicly**: Avoid discussing personal or sensitive information in public forums.
- **Using Public Wi-Fi for Sensitive Transactions**: Be cautious when using public networks.
- **Neglecting Updates**: Keep your software and devices updated for security.

# 7- Professional Communication Etiquette

### RIGHT

- **Formal Tone**: Maintain a formal tone in professional communications.
- **Clear Subject Lines**: Ensure the purpose of your communication is clear.
- **Timely Responses**: Respond to professional messages promptly.

Source: Freepik

### WRONG

- **Using Slang or Jargon**: Avoid informal language unless you are sure it is acceptable.
- **Overuse of Humor or Sarcasm**: These can be misinterpreted in text.
- **Ignoring Hierarchies**: Respect organizational structures in your communication.

# Exercise

Imagine having to write a short mail to one of your customers to inform them about your new product.

# 8- Useful Links

- https://l24.im/2hk0TZ
- https://l24.im/n0AHP

# References

- https://l24.im/Go9cO
- https://l24.im/yeFv8mP
- https://l24.im/yeFv8mP
- https://l24.im/YSmRZ