

Contribution Of Technology To Corporate Communication

Unit 4

Topics Covered:

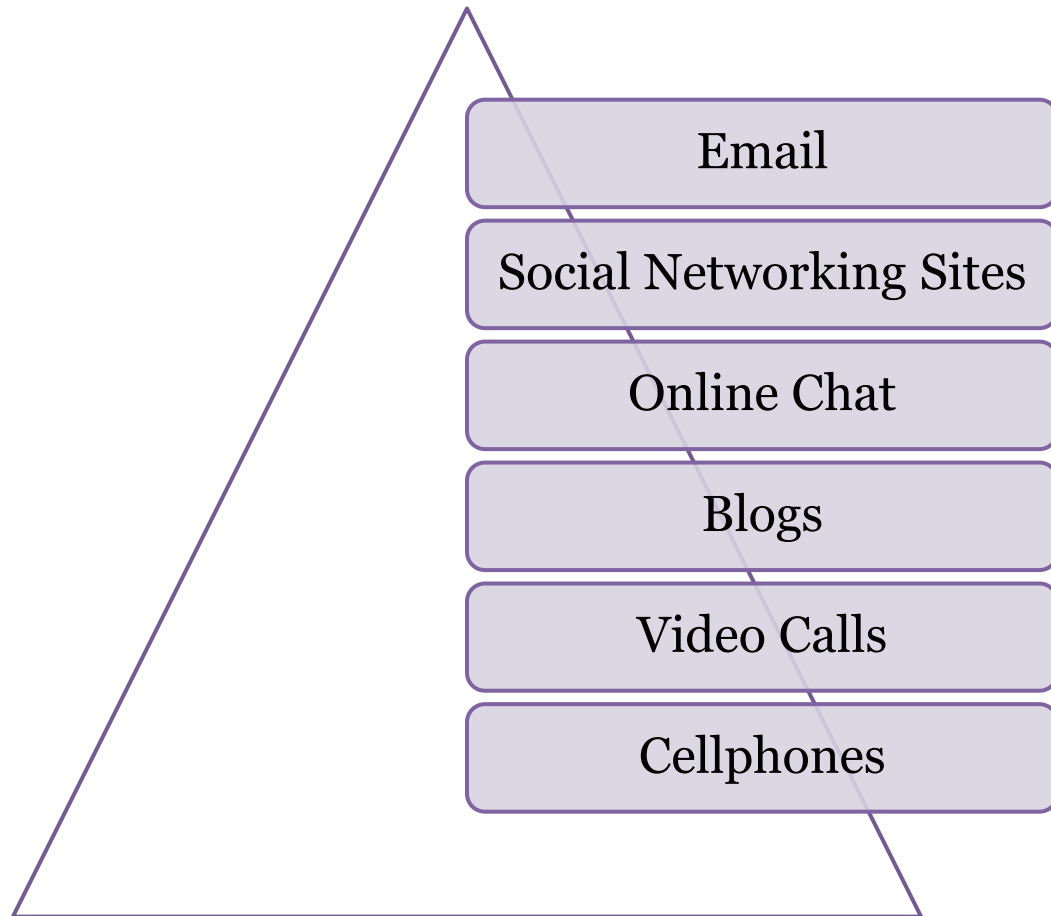
- Contribution of Technology to Corporate Communication
- Information Technology in Corporate Communication
- Corporate Blogging



Contribution of Technology to Corporate Communication

- The rate of technological innovation in ICT has accelerated dramatically, and the sector today is orders of magnitude.
- The last few years has seen the democratization of the media wherein nowadays, anyone with a smartphone or computer can be a media owner or publisher voicing his opinion for everyone to observe.
- This information and misinformation can be accessed instantaneously by anyone.

Tools used on the Internet



Importance of Technology to Corporate Communication

Improve routine business tasks

Improve Communication Efficiency with Clients

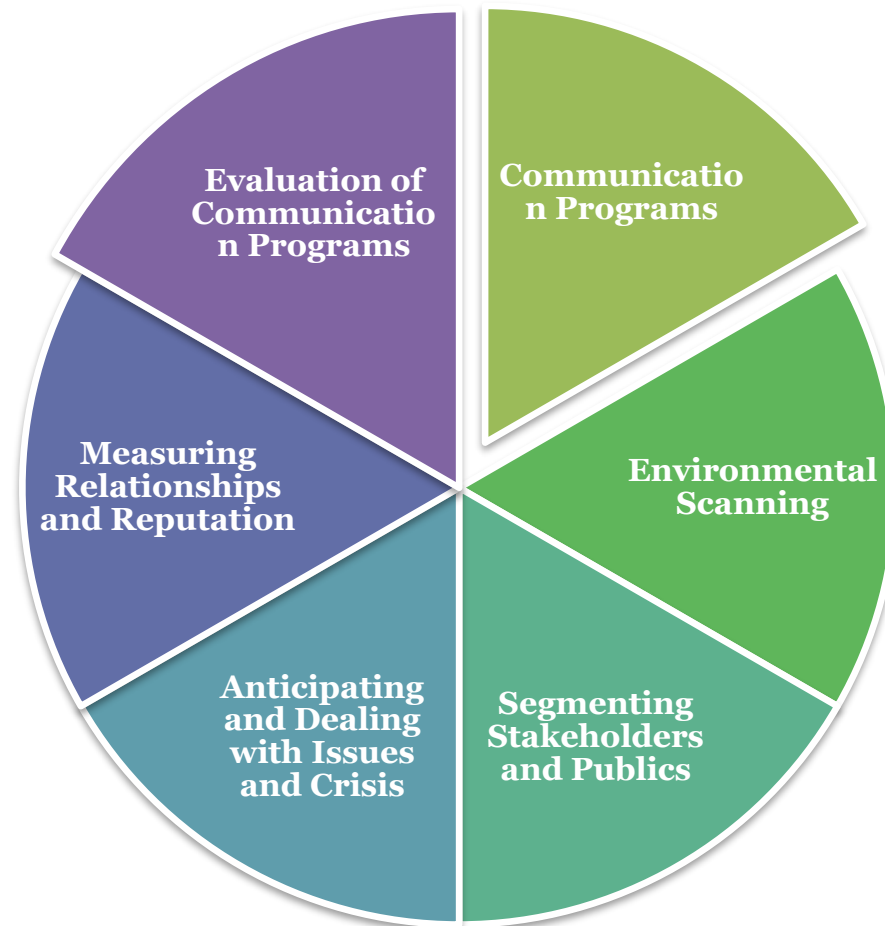
Helping in Managerial Decision Making Process

Exploring and Tracking New Business Opportunities

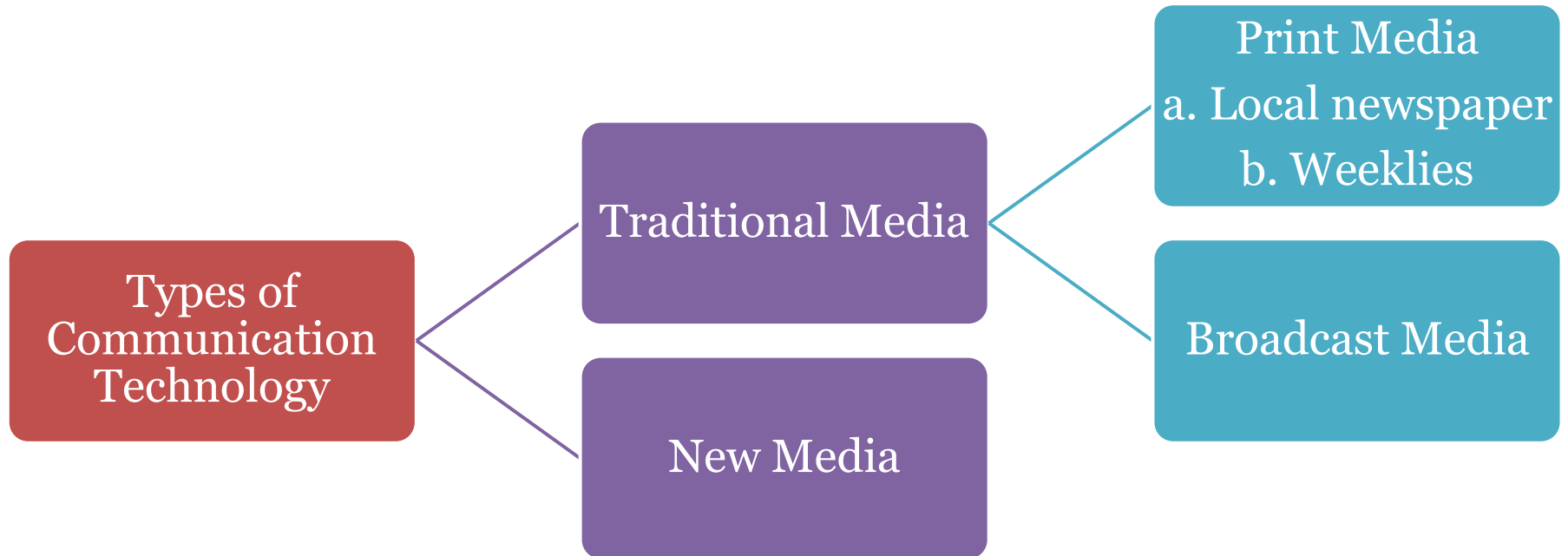
Research and Evaluation

Information Retrieval and Distribution

Functions Of Technology To Corporate Communication



Types of Communication Technology



Difference Between Traditional And New Media

Traditional Media

- Geographical constraint to local or regional targeted
- Series of gatekeepers or editors
- One way dissemination or direction
- Limited pages and airtime
- Highly trained to professional standards
- Startup & production costs prohibitive
- Large audiences and broad coverage
- Linearity of content i.e. news hierarchy
- Slow, effortful & limited feedback
- Big audiences and ad driven revenue
- Corporate ownership
- Predictable in format, time and place.
- Conventional in news, values, journalistic standards

New Media

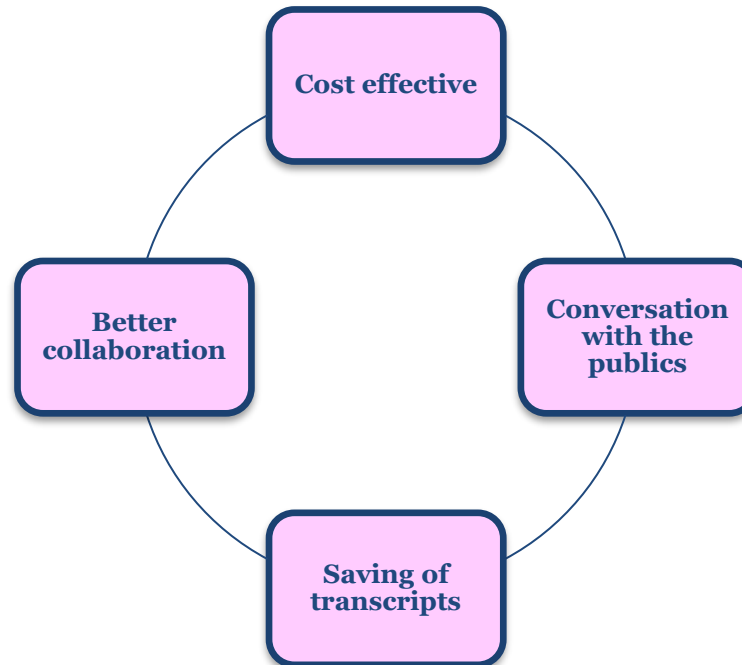
- Topic, need or interest targeting world wide
- Flattened hierarchy hence one to many and many to many.
- Feedback, discussion, debate and response to requests by person or machine.
- Large, layered capacity for information
- Anyone with limited training or professional values may participate.
- More affordable, but expensive computer programming talent required initially. Narrowness, even individually tailored, customized news
- Hypertext links enable nonlinear navigation
- E-mail and online chat are immediate and easy.
- Diverse funding sources- varied but limited revenue.
- Grassroot efforts (decentralized in effect)
- Emerging and fluid formats; use of multimedia
- Formative phase

Internet and PR

- The internet has become one of the most powerful public relations tools available.
- Many companies use the internet to publish their press releases, introduce new promotions and provide promotional support.
- It provides complete **ease for PR communication**
- It has **created more demanding consumers** and made it possible for dissatisfied customers to telegraph their dissatisfaction to a large no. of people.
- PR professionals use a mix of media elements like email, websites, vblogs, blogs, webcasts, etc.
- Websites can offset potential negative online publicity from unhappy customers, or former employees.

Web Conferencing

- It can be likened to a chat room or an instant messaging session.
- It a commonplace occurrence to hold web conferences.
- Free softwares such as Net meeting is available for web conferencing.



Really Simple Syndication(RSS)

- New media is enabling content delivery on demand by consumers, the so-called Pull Media.
- RSS is an example of such pull media
- RSS feeds allow the favourite news and information updates to be delivered to a consumer as soon as they are posted online without the consumers having to search for the content.
- Functions of RSS include:

Provides full version links with a short version



Allows users to control incoming information streams.



Easy to use as users can skim through the topics and don't have to read the entire data.

Podcast

- It is similar to RSS and allows users to subscribe to feeds of a syndicated content.
- The main difference is instead of using the content to be read by the consumers, they can listen and view the new content on their personal computer or Ipod.
- A podcast is a web feed of audio or video files placed on the internet for anyone to subscribe to.
- It can be used for internal communication: the CEO can use it for weekly communication of major business decisions, the marketing and R&D departments can communicate key features of a new product, etc.

IT in Corporate Communication

- IT is a catalyst for changes in organizational structure, function and communication.
- Helps in making better decisions and improving overall productivity.
- Key functions areas of Corporate Communication where IT impacts are:

Facilitates networking across spread of PR professionals

Helps PR people to reach their global partners irrespective of location.

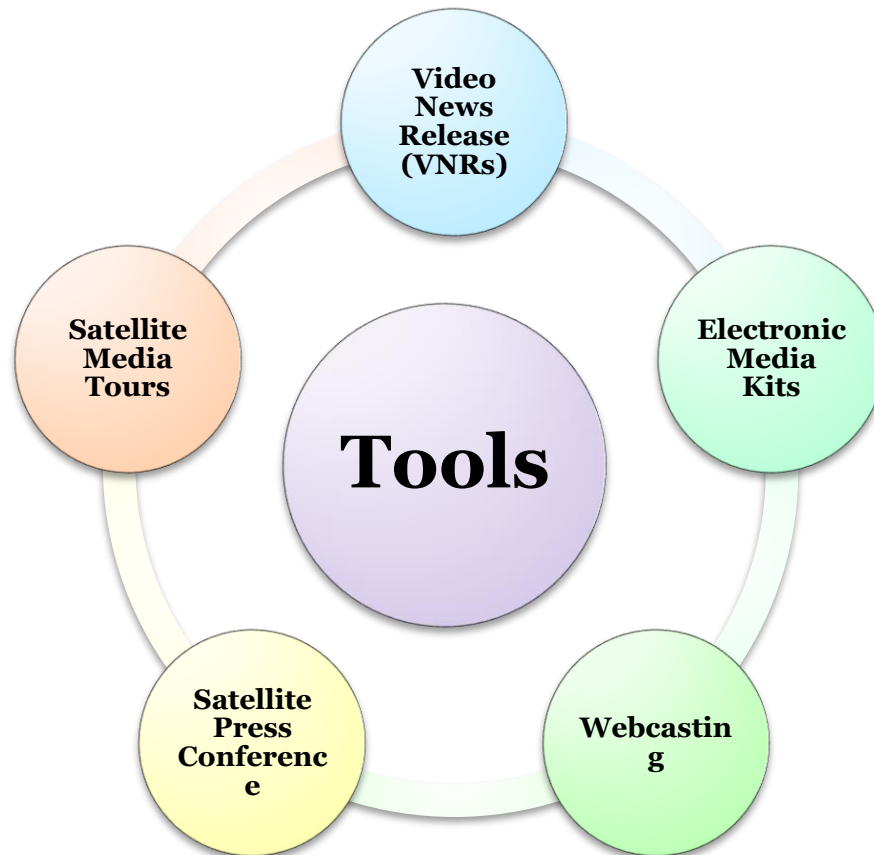
Helps PR firms generate, distribute and store information rapidly

Enables more effective operations in research and documentation.

Boost organizational communication within a PR firm.

E-Media Relations

- The contemporary tools of media relations remain those media/facilities that meet the changing trends associated with the 21st century thereby enhancing the practice of media relations.
- Tools of media relations include:



E-Media Relations- Video News Release(VNRs)

- It is a short news package presenting news item from the organization's point of view.
- Usually distributed through satellite , but videos and scripts sometimes are mailed or carried directly to TV stations.
- It has becomes the medium of choice in several major crises.
- Advantages of VNR:

Offers credibility not affordable by commercials

Can help position the company as the authority on a certain topic, issue or industry.

Can get key product placements without looking like a commercial plug

Can help in companies taking a stance on a controversial issue

Producing and distributing VNR is cheaper than a commercial production.

E-Media Relations- Electronic Media Kits

- It is a page on company's website that contains resources and information for reporters and publishers.
- Press kit makes it easy for reporters to quickly learn about the company's product and brand, and access photos and marketing materials they can use in their content.
- Anyone can use the press kit and not specific to reporters and publishers.
- It is a way to make getting press a little easier. When a company does all the work for reporters upfront, they will more receptive to its pitch for press on their website or publication.
- Besides directing reporters to press kit page, company's press kit page should be easily accessible on its website.

E-Media Relations- Webcasting

- Form of broadcasting production that incorporates streaming video and audio on the internet..
- It is used to deliver a live press conference or event to the computer screen of target audience.
- In case of media relations, the reporter can or producer can watch the not only the video but text and photos, participate in interviews if they are a part of the package, then download the internet feed or run a tape to get excerpts for use in the on-air coverage.

E-Media Relations- Satellite Press Conference & Satellite Media Tours

□ **Satellite Press Conference:**

- Provides an opportunity for TV journalists to participate in question and answer sessions via satellite with an organization's representatives.
- Often the organization makes a presentation preceding the press conference.
- Some participants may be in studios with the interactive uplink facilities, but some watch the satellite feed and phone in questions.

□ **Satellite Media Tours:**

- Provides individual interviews with a guest personality in a remote studio.
- Each interview is exclusive, some carried live.
- Corporates employ satellite media tours to promote their products or services, often using a well-known performer or other "name" figure as a spokesperson.

E-Internal Communication

- Internal communication allow more information to be processed, stored, retrieved and transferred, faster and cheaper.
- Communication Technologies used are:
 1. Voice mails
 2. Email
 3. Electronic Meeting Systems

Voice Mails

- Computer aided telephone system that is capable of storing and forwarding digitized spoken messages.
- Allows you to send messages to a number of people, add comments, and store a message to be released at a certain time.

ADVANTAGES OF VOICE MAIL

Reduces telephone tag

Saves time

Quick and easy

Information retrieval

Email

- Defined as the creation, editing, sending, receiving, storage, forwarding and printing of text: all facilitated by the computer.
- Advantages:
 1. Broadcast function
 2. Speed
 3. Reduces telephone tag
 4. Accessibility
 5. More frequent communication

Electronic Meeting System

- Meeting process where communication is relayed electronically.
- Relies on text for conveying messages, which may mean people forget their audience and become less constrained by norms and rules for the behaviour.
- Electronic meeting systems are appropriate when time, distance or social differences are limiting factors.
- Advantages:
 1. Better group dynamics
 2. More willingness to contribute
 3. Improved decision making

Intranets

- It is a duplicate version of the internet, providing internal information to employees, and the ability to communicate with others within the organization.
- It uses a network transmission control protocol/internet protocol(TCP/IP) applied to internal organizational communication.
- Corporate information can be stored on the organization's server(s), which can be integrated with databases, a messaging server, or a mainframe data source.

Advantages of Intranet



E-Brand Identity and Company Reputation

- A website is not merely to show off a company's core products and profile, it is also the face of the company.
- Corporate personality should be portrayed in the homepage.
- A strong brand identity will lead to an improved organizational reputation.
- A brand identity defines what your business stands for including your vision, values, goals and personality as well as the emotions you want consumers to experience when they come into contact with your brand.
- A strong brand identity will increase awareness and brand loyalty with your customers and develop your competitive advantage in the marketplace.

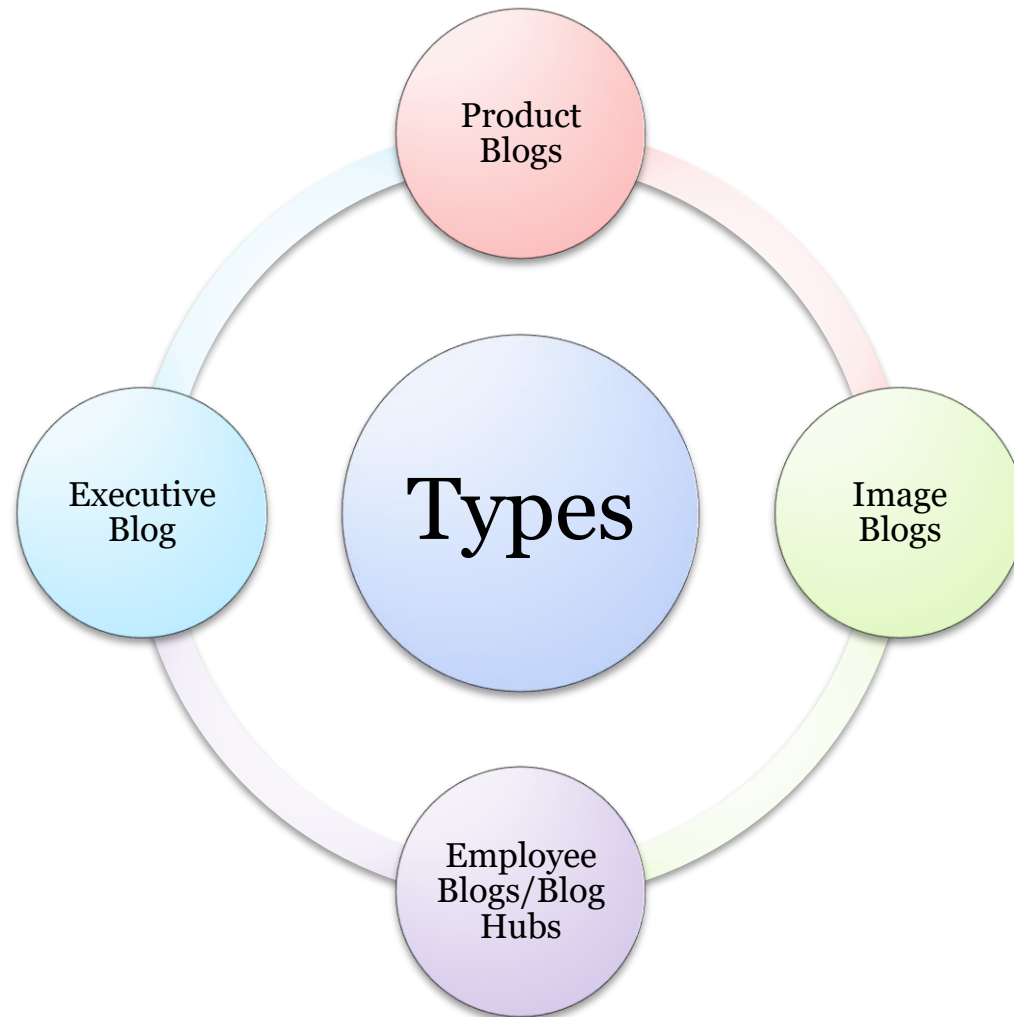
- The 4 ways of achieving brand identity through websites:
 1. Understanding the target market using google analytics.
 2. Providing users with great experience on the website.
 3. Consistency of website visuals with company's branding.
 4. Assigning brand credibility to the customers and prospects.

- Companies seek to enhance their reputation through their corporate websites using mission and values thus providing them for an consistent and engaging experience.
- Corporate sites which open up as platforms for opinions and debate, engage directly with stakeholders including the general public.
- Integration with the other parts of a company's web estate. Companies can help to manage their reputation by providing a framework by which all elements of their presence can be understood.

CORPORATE BLOGGING

- Blogging is a powerful tool for communicating company business' stories.
- Communicating the stories of company business in a compelling way, engages new audiences, builds relationships with existing customers and positions it as a thought-leader in its field.
- Corporate blogging can be defined as “the use of blogs to further accomplish company goals”

Types of Corporate Blogging



Types of Corporate Blogging- Product Blog

- Following the analogy of advertisements on television, radio and print media, product blogs seek to showcase a product or service. Accordingly, the target audience for a product blog is formed by potential customers.
- Features of Product Blog:
 1. No time and space constraints and blogs can continuously filled with novel information related to a brand or piece of merchandise without redundancies.
 2. Not exclusively the product, other related activity, or other company product demonstration.

Types of Corporate Blogging- Image Blog

- Concerned with how the public or specific communities part of the public but external to the company perceive the organization.
- Includes functions like corporate social responsibility, recruiting and lobbying, presenting the company, specifically its stance on specific issues.
- While usually aiming at presenting the company in a positive way, image blogs do not necessarily filter out all external criticism.
- The manner in which the company acts and reacts on the communicative stage significantly contributes to its impression.

Types of Corporate Blogging- Employee Blog

- These are the oldest of the variants.
- It is semi-professional blog of the company's employees.
- The content of such a blog focuses almost entirely on job related topics.
- A typical employee blog realizes a dynamic combination of both personal and organizational goals.
- Employee blogs differ from other types of corporate blogs as they are self-initiated and not a mandatory company strategy.

Types of Corporate Blogging-Executive Blog

- Here is a natural pressure on executives to communicate with public and to give an ongoing account of the company's situation and how they are steering the organization , ideally in a successfully way.
- A blog is an attractive communications channel for company executives.
- Their main objective of such blogs is to communicate inside the company.
- Some reasons for it would be:
 1. The situation of open multiplicity in which public blogs live poses a key difficulty.
 2. Corporate blogs in general and executive blogs in particular are highly focused in their communicative intent; a CEO's blog will seek almost exclusively organizational ends.
 3. Positioning, persuading and motivating are all important activities for senior executives in relation to consumers, staff, investors and other stakeholders.

Characteristics Of A Blog

No technical knowledge required

Readers can leave comments

Automatically organized

Search engine magnets

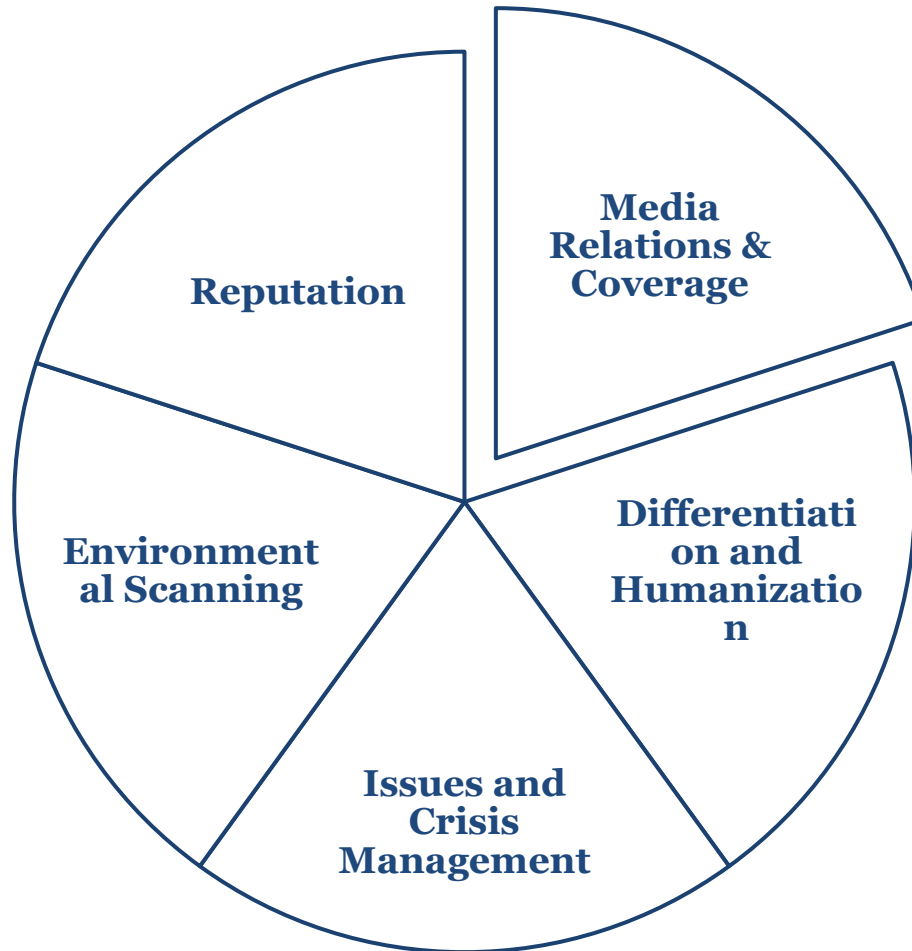
Instant distribution of information

Multiple authors

Internal and external links

Permalinks – every post and every category has its own individual address

Role of Corporate Blogs in Public Relations



Making a Business Blog

1. Comprehensive **plan of approach**.
2. Elaborating on elements like:
 - a. **Focal point:** choosing the right, distinctive topic.
 - b. **Audience:** analyze the ongoing discussions and identify the blog audience as clearly as possible.
 - c. **Goals: blogs should serve very specific company goals.**
 - d. **Ethics:** company must be aware of the dos and dont's else elicit a negative response.

- The **design of a corporate blog** should differ just a little from the conventional website.
- The design key features for corporate blogs are:

Proactively promote having people sign up for the newsletter

Use of the left-hand column for navigation

Provide a link to an RSS information page

Create a widget that displays the most popular blog posts.

Displaying the MDA at each blog post or in a side column.

Blog Content

Choose the right topic and find your voice

Make use of an “about me” page

Invite a conversation

Do not make blog posts too long

Always leave a reference

Blog posts with lots of white space

Using popular keywords

Try to blog frequently

Take risks by blogging about controversial topics