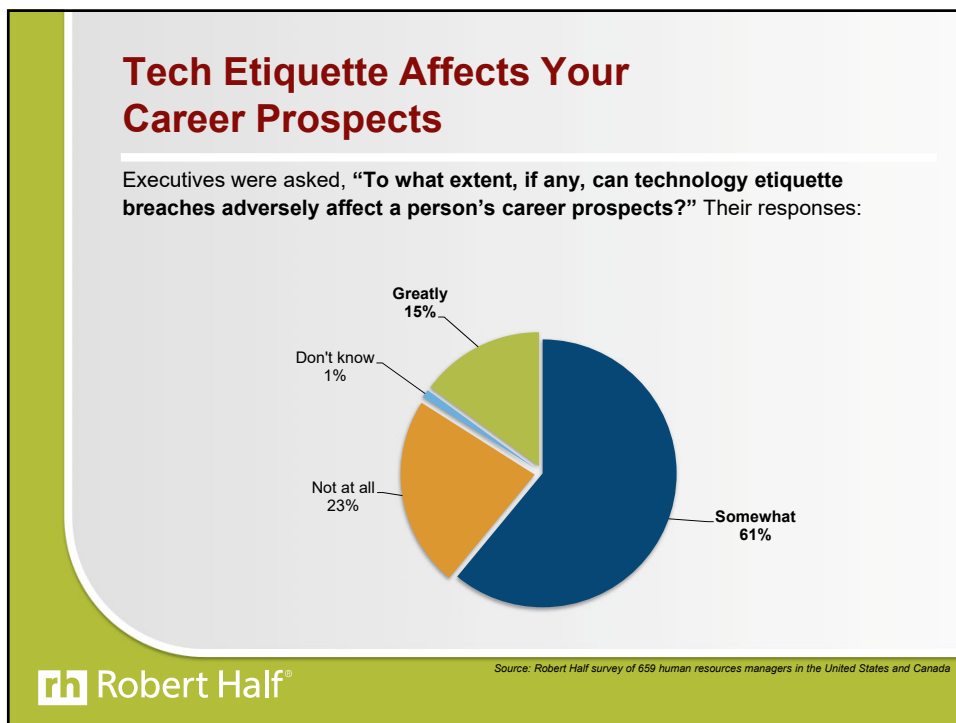




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Overview

- Mobile devices
- Texting
- Phone, video and web conferencing
- E-mail and instant messaging
- Professional networking sites
- Social networking sites
- Twitter
- Networking in just five minutes a day



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What's Wrong With This Picture?

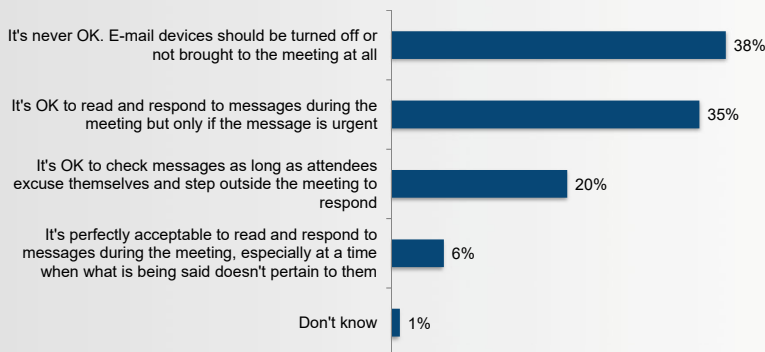


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Checking E-mail During Meetings Gets Mixed Reviews

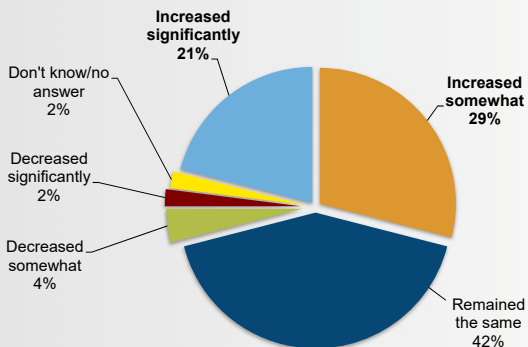
Managers were asked, "Which of the following most closely describes your reaction when professionals read and respond to e-mail during business meetings?" Their responses:



5

Are You a Tech Etiquette Outlaw?

CIOs were asked, "In your opinion, has the increased use of mobile electronic gadgets increased or decreased the number of breaches in workplace etiquette in the past three years?" Their responses:



6

Mobile Device Tips

- Don't have loud music during a meeting
- Watch out for TMI – Have private conversations in private places
- Lose the “cyborg” look



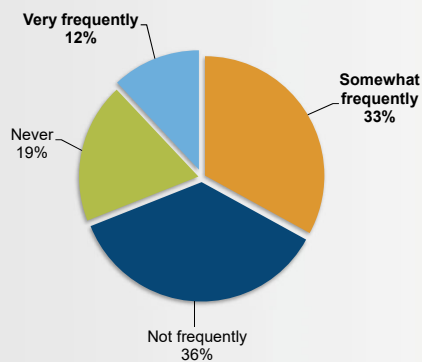
Texting Etiquette

- Go light on acronyms and abbreviations
 - AFC
 - CYE
- Text selectively
- Don't be mysterious



Phone, Video and Web Conferencing

Executives were asked, “When you participate in meetings via teleconference, how frequently do you do other things, like answer e-mail or surf the Internet, during the meeting?” Their responses:



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Source: Robert Half survey of 763 advertising and marketing executives in the United States and Canada

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Phone, Video and Web Conferencing Tips

- Take a trial run
- Watch the clock
 - Web sites like timeanddate.com can help you schedule across time zones
- Get the team ready
- Be a good host

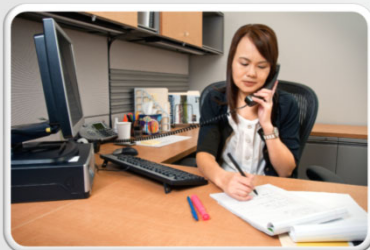


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Phone, Video and Web Conferencing Tips

- Be inclusive
- Enjoy the silence
- Don't put people on hold
- Use mute



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Embarrassing E-Mail Blunders

- “I once sent a job offer to the wrong person.”
- “Someone sent out confidential salary information to the whole firm.”
- “Someone made a nasty comment about a supervisor and it was sent to the supervisor by mistake. It led to dismissal.”
- “A person called another employee an idiot in an e-mail to everyone in the company.”



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Source: Robert Half survey of 250 advertising and marketing executives in the United States

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E-mail Tips

- Use only one account for work
- Be mindful of which account you use in a job search
- Respond in a timely manner
- Be clear in your subject line
- Keep it short and light
- Don't cry wolf
- Use "Reply All" selectively
- Think before you send

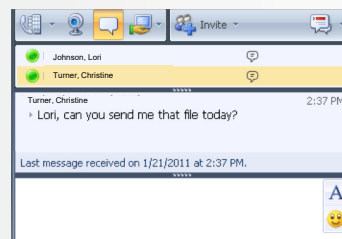


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Instant Messaging Tips

- Be unassuming
- Restrain yourself
- Keep it short and sweet
- Exercise caution
- Don't leave someone hanging

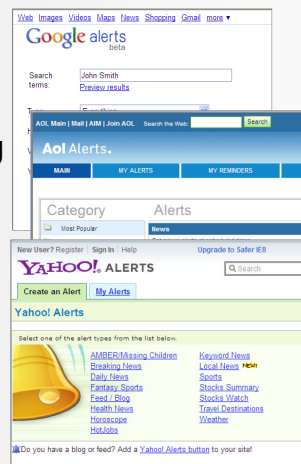


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What Does Your Digital Footprint Say About You?

- Search yourself regularly
 - Set up alerts
- If you have a common name, use a variation, such as including your middle name
- Post information that adds to your credibility
 - Blog posts in your industry
 - Participation in LinkedIn groups
 - Start your own social media feeds

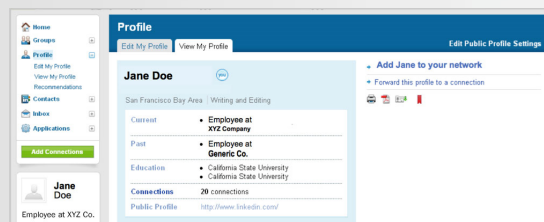


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LinkedIn Networking Tips

- Complete your profile
- Take notice
- Prioritize quality over quantity
- Request recommendations individually

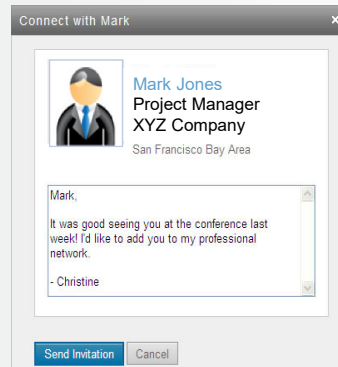


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LinkedIn Networking Tips

- Make the connection clear
- Go ahead – use the form letter!
- Protect your contacts
- Recommend thoughtfully
 - Check your company's policy
 - Avoid “payback”



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Social Networking Sites, Including Facebook

Is it okay to “friend”
your boss on Facebook?



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To Friend or Not to Friend?

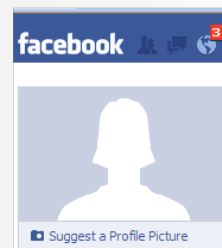
Executives were asked, “How comfortable would you feel being ‘friended’ by the following individuals on Facebook?” Their responses:

| | Your boss | Your coworker | People you manage |
|-------------------------------|------------|---------------|-------------------|
| Very comfortable | 15% | 10% | 10% |
| Somewhat comfortable | 23% | 37% | 27% |
| Not very comfortable | 17% | 15% | 18% |
| Not comfortable at all | 38% | 32% | 39% |
| Don't know | 7% | 6% | 6% |

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Social Networking Tips

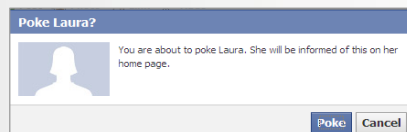
- Get a vanity URL
 - (e.g., www.facebook.com/johndoe)
- Include a personal photo, but not too personal
- Respect the wall
 - Regularly check your privacy settings
- Keep it focused
 - Limit sharing of games, quiz results



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Social Networking Tips

- Ask before you tag
- Don't be a pest
- Don't poke
- Keep it private

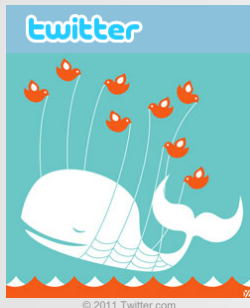


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Test Your Twitter I.Q.

- What's a "Twibe?"
- What does "RT" stand for?
- What's a "Fail Whale?"





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Twitter Tips

- Introduce yourself
- Listen
- Add value
- Tweet regularly
- Pay it forward





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Twitter Tips

- Say thanks
- Keep it light
- Be open
- But not too open
- Connect your LinkedIn and Twitter accounts using the hash tag #in when appropriate





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Tend to Your Network in Just Five Minutes a Day

- Do small favors
- Offer introductions
- Add someone new each week
- Join up



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Business Etiquette | the new rules in a digital age



roberthalf.us/BusinessEtiquette

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