Digital Communication Skills

Learn How to Connect, Collaborate, and Convey Information on Any Digital Channel

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Student Course Book

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Introduction

The shift from traditional in-person interactions to digital platforms has transformed how we connect, collaborate, and convey information.

This digital era has introduced a variety of communication platforms, such as email, SMS, social media, instant messaging, video conferencing, and collaborative project management tools.

These digital channels offer extraordinary opportunities for small business owners, particularly those who want to reach global audiences and generate more business, but they also bring unique challenges.

The lack of physical presence and the cues human beings pick up from being in the same room as someone else can lead to misunderstandings. You might be concerned that if you "go digital" you won't be able to build the effective relationships you need to do business and serve your audience well. Or that you won't be able to accommodate the time zones efficiently. Or that you'll lay your business open to potential data theft and security breaches.
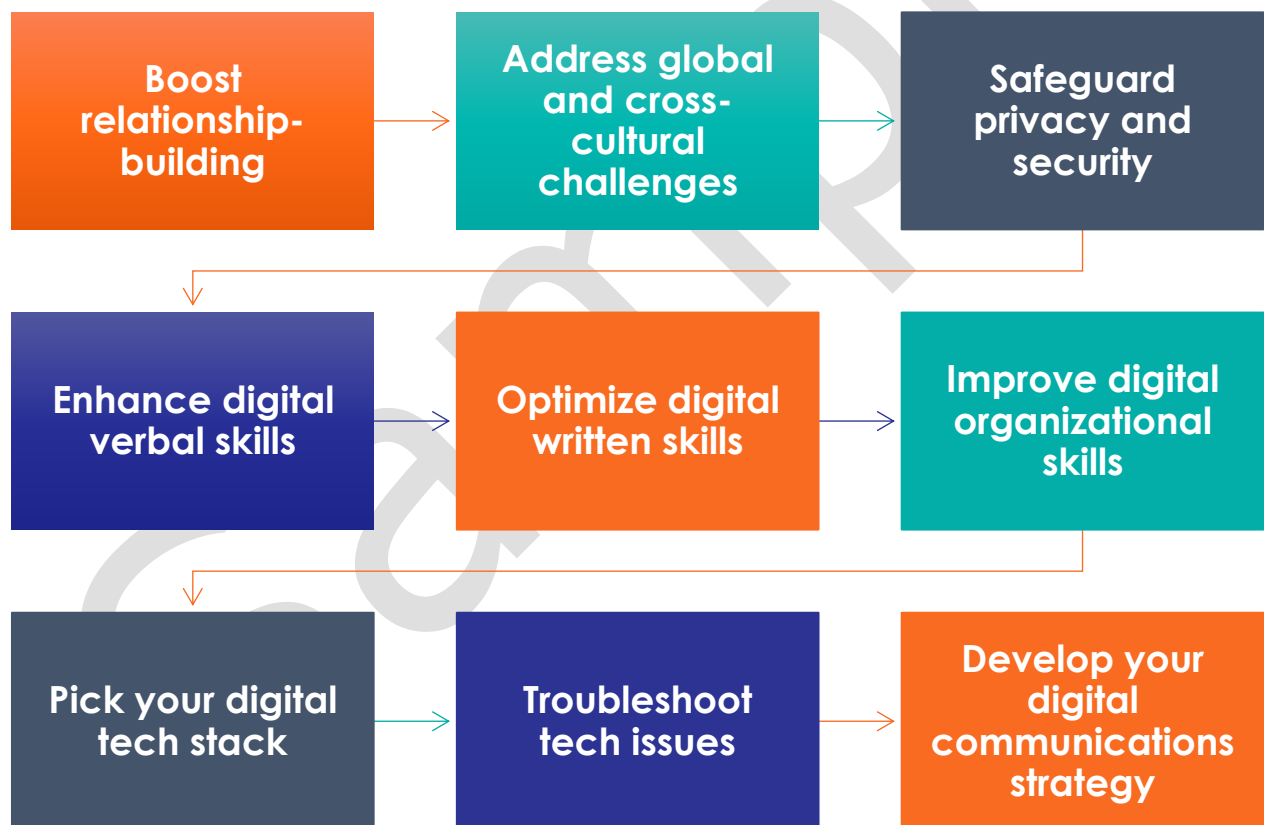
While it's sensible to take precautions against the risks, these challenges aren't insurmountable. You can adapt and use your communication skills to build effective relationships in digital environments. By learning best practices for digital settings you'll have the outcomes you want. And your business will benefit from the opportunities offered.

In this course, you'll explore the foundational elements of all digital communication, including building relationships digitally, handling privacy and security issues, and managing across time zones. You'll learn the unique dynamics of digital communication and how to adapt your existing listening, questioning, writing, speaking, and organizing skills to achieve the desired outcomes.

With your tech toolkit in place, you'll complete the course by creating a digital communication strategy tailored to your business goals to ensure success across all digital communication channels.

This course will equip you with the tools and techniques to build connections, share ideas, and drive action using digital communication.

Here is your roadmap through the course:

Boost relationship-building	Address global and cross-cultural challenges	Safeguard privacy and security
Enhance digital verbal skills	Optimize digital written skills	Improve digital organizational skills
Pick your digital tech stack	Troubleshoot tech issues	Develop your digital communications strategy

Learning Objectives:

By the time you complete this course, you'll be able to:

- ➢ Explore foundational issues that affect success in digital communication and find solutions to improve your online interactions.

- ➢ Adapt in-person verbal communication skills to communicate confidently and effectively in digital environments.

- ➢ Develop appropriate written skills to convey clear, concise messages in digital situations.

- ➢ Use planning and organizational skills to ensure seamless, stress-free digital communication and team collaboration.

- ➢ Pick appropriate tools for your digital communication tasks and devise ways to troubleshoot technical issues to ensure smooth communication.

- ➢ Set clear objectives to implement a digital communication strategy.

This course is broken down into 7 major modules and individual lessons to help you learn the necessary skills to communicate effectively across diverse digital channels.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Foundations of Successful Digital Communication

In this first module, you'll explore foundational issues that make for success in all forms of digital communication, and you'll identify ways to improve your online interactions.

➢ **Lesson 1: Build Effective Relationships**

➢ **Lesson 2: Global and Cross-Cultural Challenges**

➢ **Lesson 3: Privacy and Security Concerns**

Lesson 1: Build Effective Relationships

Communication is a Two-Way Street

Do any of these scenarios sound familiar?

> A colleague didn't answer all the questions in your email

> A customer was upset by your support ticket reply meant to calm the situation

> A freelancer didn't complete a project the way you wanted

> You had zero replies to your latest social media post

- ➢ A colleague didn't answer all the questions in your email.

- ➢ A customer was upset by your support ticket reply meant to calm the situation.

- ➢ A freelancer didn't complete a project the way you wanted.

- ➢ You had zero replies to your latest social media post.

Each communication situation that falls flat is frustrating because you don't get what you want. It wastes your time and increases your stress.

Let's take a look at those digital scenarios again with a possible explanation:

The Email - possible information overload or ineffective formatting

The support ticket – possible lack of empathy or acknowledgement

The project – possible communication issue

The social media post – possible lack of clarity or motivation

➢ A colleague didn't answer all the questions in your email. Perhaps you overloaded it with too much information or didn't format it in a way that conveyed the answers you wanted.

➢ A customer was upset by your support ticket reply meant to calm the situation. Perhaps you didn't show empathy or acknowledge their frustration.

➢ A freelancer didn't complete a project the way you wanted. Perhaps you communicated everything in writing but didn't explain exactly what you wanted. They didn't ask questions to check, so you didn't have an agreed outcome to aim for.

➢ You had zero replies to your latest social media post. Perhaps your post is too long or vague, and your followers aren't motivated to read to the end.

Communication works both ways. It isn't always the other person's "fault." You are in charge of your side of the communication, as much in digital situations as in-person ones, and you have the power to take action to improve it.

ATTENTION:

This is only an excerpt from our full course **Digital Communication Skills.** The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.