

MODULE 6 - NETIQUETTE

CHAPTER 3

ADAPT YOUR COMMUNICATION
ACCORDING TO THE PLATFORM &
AUDIENCE



INTRODUCTION

In the digital age, the diversity of communication platforms requires mastery of the codes and best practices associated with each tool for clear, respectful and appropriate communication.

This chapter will guide you through the use of major digital communication tools, including email, instant messaging, and social media. You will learn not only why and how to use these tools, but also how to adapt the tone and format of your messages depending on who you are talking to and the context.

1

THE DIFFERENT COMMUNICATION PLATFORMS

COMMUNICATING BY EMAIL

WHY AND HOW TO SEND AN EMAIL?

An email is a **written message sent electronically** that allows information, documents, or notifications to be transmitted quickly to individuals or groups. It is a **preferred tool for professional communications** because it provides a formal framework and allows to keep track of exchanges.

WHO DO WE SEND AN EMAIL TO?

In our daily life, we are led to send emails regularly, whether it is:

- **in the context of work:** sending an email to one's superiors, to the family of a beneficiary, etc.
- **in the context of private life:** contacting a public service, a lawyer, one's family, etc.



MODULE ALERT

Discover the module on emails by clicking here!

HOW TO WRITE AN EMAIL?

Writing an email follows certain rules, which vary depending on the person you are talking to. An email should generally contain:

1. **Greetings:** Use a polite formula at the beginning of the message (e.g.: "Hello," "Dear").
2. **Body of the message:** Write clear and concise content.
3. **Closing politeness:** Examples: "Best regards", "Respectfully".
4. **Signature:** Indicate your name and, if necessary, your function or contact details.

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THE DIFFERENT COMMUNICATION PLATFORMS

COMMUNICATING BY EMAIL

The image shows a screenshot of an email client interface. At the top, there is a 'Send' button with a dropdown arrow. To the right of the 'Send' button are icons for a shield, a trash can, and a camera. Below the 'Send' button is the 'To' field, which contains the email address 'Plumbing@outlook.com' with a small 'x' icon to its right. To the right of the 'To' field is the text 'Cci'. Below the 'To' field is the 'Cc' field, which is currently empty. Below the 'Cc' field is the subject line, which reads 'Request for intervention due to water leak'. To the right of the subject line is the text 'Draft saved at 3:30 PM'. Below the subject line is the body of the email. The body starts with a greeting 'Dear Sir/Madam' which is highlighted with a green box and labeled 'GREETING'. The main text of the email reads: 'I am reaching out regarding a water leak that has appeared in the bathroom of my apartment located at 12 Rue des Fleurs. This situation requires urgent intervention, as the damage is beginning to spread to the wall and floor. I would be grateful if you could inform me of your earliest availability for a visit, as well as an estimate of the costs associated with this intervention.' Below this text is a green box labeled 'POLITENESS OF CONCLUSION' containing the text: 'Looking forward to your response, I thank you in advance for your help and promptness. Best regards'. At the bottom of the email is the signature 'Julien Martin' which is highlighted with a green box and labeled 'SIGNATURE'. Below the signature is the phone number '+ 44 (77) 1234 5678'.

Send

To Plumbing@outlook.com X Cci

Cc

Request for intervention due to water leak Draft saved at 3:30 PM

GREETING

Dear Sir/Madam

I am reaching out regarding a water leak that has appeared in the bathroom of my apartment located at 12 Rue des Fleurs. This situation requires urgent intervention, as the damage is beginning to spread to the wall and floor.

I would be grateful if you could inform me of your earliest availability for a visit, as well as an estimate of the costs associated with this intervention.

POLITENESS OF CONCLUSION

Looking forward to your response, I thank you in advance for your help and promptness.

Best regards

SIGNATURE

Julien Martin

+ 44 (77) 1234 5678

1

THE DIFFERENT COMMUNICATION PLATFORMS

COMMUNICATING BY EMAIL

BEST PRACTICES

- **Reply All:** Avoid unless all recipients need to be involved in the response.
- **Copy:** Add only the people concerned.
- **Forwarding an email:** Make sure that the information is appropriate for the recipient and double-check the content.
- **Emojis:** Avoid in a professional setting, unless the exchange is informal.
- **High importance:** Use sparingly to avoid overloading recipients.



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THE DIFFERENT COMMUNICATION PLATFORMS

COMMUNICATING VIA INSTANT MESSAGING

WHY AND HOW TO SEND AN INSTANT MESSAGE?

Instant messaging allows for quick and informal communication. They are useful for brief, direct exchanges, often less formal than emails.

- **Private messaging** (for exchanges with friends):
 - Messenger
 - Instagram, etc.
- **Instant messaging** (for both business and personal communications):
 - WhatsApp
 - Telegram, etc.

HOW TO WRITE AN INSTANT MESSAGE?

Unlike emails, there are no rules for writing an instant message. You don't have to use a specific formula at the beginning of the message, nor do you have to sign your message. However, it is recommended to include greetings and thank the recipient, especially in a professional context.

- Be sure to respect the rules of politeness, that is to say, greet the person, and thank them or wish them a good day, especially in a professional context.
- Many people punctuate their instant messages with emojis: 😊 ...
- You can react to a message: thumbs up, laugh, shame, ...

1

THE DIFFERENT COMMUNICATION PLATFORMS

COMMUNICATING VIA INSTANT MESSAGING

Sending messages in a group chat. Whether it's a chat with your family, friends, or colleagues, it's more than likely that you're part of a group chat, or that you're going to create one. Group chats are possible on any instant messaging app, whether it's WhatsApp, Messenger, etc. As with any situation, there are a few best practices to follow when you're part of a group chat:

BEST PRACTICES

- **Privacy Policy:** Do not forward messages or share screenshots without permission.
- **Spam:** Avoid overloading the group with unnecessary messages.
- **Leave on "read":** Respond as soon as possible to avoid the other person feeling ignored.
- **Writing in all caps:** Can be seen as a sign of irritation.
- **Targeted messages:** Tag only the people concerned (eg: @name) to avoid unnecessarily disturbing other members.
- **Respect the topic:** Stay on the main theme of the group and avoid unrelated topics, especially in professional groups.
- **Timing:** Respect the times by avoiding sending messages late at night or early in the morning, except in cases of emergency or if the group allows it.
- **Reply to all:** If the response is only for one person, consider replying privately to limit noise in the group.

TUTORIAL VIDEO



Click here to find out how to create a WhatsApp group!

1

THE DIFFERENT COMMUNICATION PLATFORMS

COMMUNICATING ON SOCIAL NETWORKS AND FORUMS

Social networks have become essential spaces for maintaining personal and professional connections. They allow people to share personal information, maintain social relationships, promote projects, and obtain information or learn.

WHY COMMUNICATE ON SOCIAL NETWORKS & FORUMS?

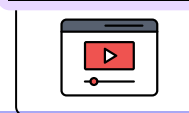
Social networks vary depending on needs and objectives:

- **Sharing personal or family information**, to allow us to keep in touch with friends or family far away.
- **Promote a project or activity**, in order to disseminate a professional initiative, a hobby, or support a cause.
- **Support those around you** by reacting to the posts of loved ones or sharing their content.
- **To learn and exchange ideas** to share knowledge and learn about specific topics.

HOW TO COMMUNICATE ON SOCIAL NETWORKS AND FORUMS?

- Although there are no formal rules, it is essential to adhere to social codes and courtesy when using social media (see Chapter 1).
- **Choose a public or private account:** It is important to determine whether the content should be accessible to everyone or restricted to friends by choosing your profile as public (everyone can see your posts) or private (only your “friends” or “followers” can see your posts and interact with you).

TUTORIAL VIDEO



Click here to learn how to make your Instagram account private!

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THE DIFFERENT COMMUNICATION PLATFORMS

COMMUNICATING ON SOCIAL NETWORKS AND FORUMS

DIFFERENT FORMS OF COMMUNICATION ON SOCIAL NETWORKS

- Posts: Share visual or written content, such as photos, videos, and status updates.
- Comments: Interact with others' posts in a courteous and respectful tone, even when you disagree.
- Shares and Reshares: Share other users' posts while ensuring that the content complies with privacy rules.

BEST PRACTICES

- **Respect for consent:** Do not post photos or content that includes other people without their prior permission.



MODULE ALERT

Find out more by following the module on xxx by clicking here!

- **Respect the rules of courtesy:** Adopt a respectful tone and avoid aggressive or inappropriate remarks (see chapter 1).
- **Avoid controversial content:** Take into account the diversity of opinions and avoid sensitive debates if the context is not appropriate.
- **Know the risks of cyberbullying:** Know that abusive behavior, even unintentional, can be perceived as harassment by the other person (see chapter 4).
- **Managing your online reputation:** Since posts and comments are often public or accessible, be careful about what you share and how you interact.

2 NON-VERBAL MESSAGES

Digital communication is not just textual: it also includes non-verbal elements that allow us to express emotions, reactions or add context to messages. Emojis, reactions, GIFs, memes and voice messages are all ways to enrich a message or add emotional nuance without using words.

EMOJIS

Emojis are small icons or pictograms that represent emotions, objects, animals, symbols and more. Used in digital communication, they add a visual dimension to messages.

Why use emojis?

Emojis help illustrate the emotions and tone of the message, softening or strengthening the written content. They can notably:

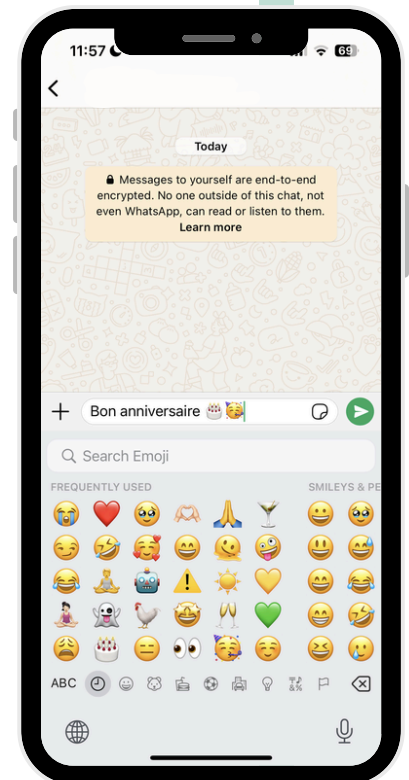
- Clarify the tone: A text message may seem curt or neutral; an emoji can make it sound more positive or empathetic.
- Create closeness: In exchanges with relatives or colleagues, emojis make the conversation more relaxed and informal.
- Facilitate quick communication: Sometimes an emoji can effectively replace a word or entire phrase (e.g. 👍 to say "OK" or "I agree").

Please note

- Some emojis have multiple meanings, which vary depending on cultures or contexts:
- 🙏: Can mean "thank you," "prayer," or even "high five" in some contexts.
- 😂: Commonly used for "I laugh", but in some contexts it can also express ironic laughter.

Good practices

- Don't overuse them: Use emojis sparingly so that the message remains readable and understandable.
- Choose emojis that are appropriate for the context: In a professional setting, favor neutral and universal emojis; avoid overly familiar or humorous emojis in formal situations.



2 NON-VERBAL MESSAGES

GIFS

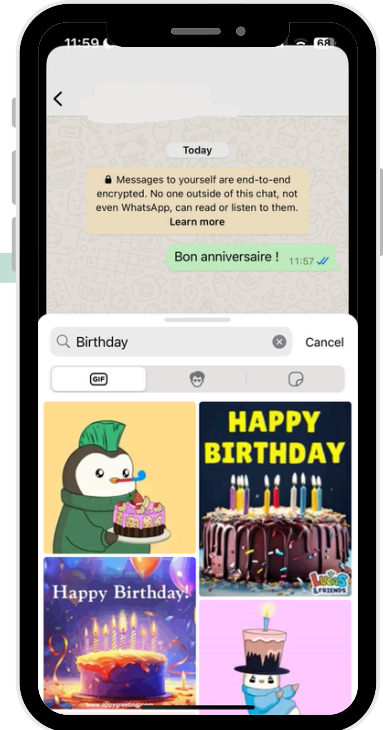
- GIFs (Graphics Interchange Format) are short, often humorous, animated images that repeat in a loop. They are commonly used to express emotions, reactions, or illustrate a situation in a humorous way.

Why use GIFs?

- GIFs bring a dynamic visual dimension to messages, which can:
- Express an emotional reaction (e.g., joy, surprise, approval) with more nuance than text alone.
- Reinforce the informal and playful side of a conversation, particularly in friendly or informal exchanges.
- Illustrate a situation by making the message more attractive and entertaining.

Good practices

- Adapt usage to context: GIFs are fine for casual discussions, but may be inappropriate for serious or formal exchanges.
- Don't overuse: Like emojis, GIFs should be used sparingly so as not to make messages heavy or distracting.



2 NON-VERBAL MESSAGES

MEMES

Memes are images, often humorous and often combined with text, that represent ideas, situations, or emotions in a way that is easily recognizable and shared online.

Why use memes?

Memes can:

- Express an idea or opinion in a humorous and light-hearted manner.
- Create a connection with the interlocutor by sharing common cultural or popular references.
- Facilitate the communication of complex ideas in a simple and understandable way.

Good practices

- Know your audience: Memes can be confusing or inappropriate for some audiences who don't share the same cultural references.
- Avoid in formal exchanges: Like GIFs, memes are generally reserved for informal conversations.

[Discover the article](#)



*to better understand
what a "meme" is*



2 NON-VERBAL MESSAGES

VOICE MESSAGES

A voicemail is an audio recording sent through an instant messaging app or social platform. It allows you to communicate verbally without making a direct call.

Why use a voice message?

Voice messages are useful in certain situations:

- **Speed:** Conveying a complex or long idea is often faster verbally than in writing.
- **Accessibility:** Voice messages are useful for people who have difficulty writing or do not have a keyboard available.
- **Personalization:** Voice allows you to convey emotions and a tone that text does not always allow you to convey.

Good practices

- **Limit the duration:** Avoid sending voice messages that are too long, which can be tedious for the receiver to listen to.
- **Specify the content:** If the message is long, provide a written summary to help the recipient understand the content of the voicemail.
- **Respect the context and the environment:** Ensure that the interlocutor can listen to the message in good conditions and that the tone is adapted to the context



YOU CAN ALSO DICTATE A MESSAGE!

- The dictation feature allows you to transform voice into text. Convenient for people who have difficulty writing or for situations where you need to save time, it is especially useful for formal or professional messages that require structured text.

2 NON-VERBAL MESSAGES

REACTIONS TO MESSAGES

Reactions are quick non-verbal responses, such as a “like,” a heart, or a laughing emoji, that allow you to express your feelings about a message or post without having to write a comment.

Why react?

Reactions are a quick and easy way to show interest or support for a post without adding text.

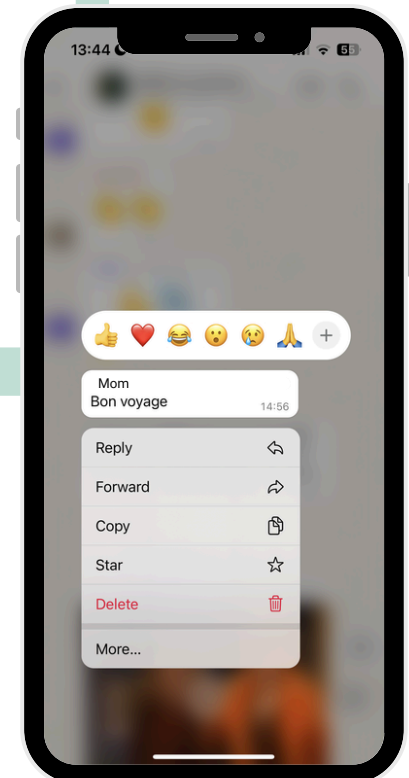
They allow you to:

- Show emotion or agreement without interrupting the thread of the discussion.
- Avoid redundant short messages like “okay” or “I agree” by simply reacting with a thumbs up or a heart.

How to react?

Just long press on the message you want to react to (1-2 seconds) and tap the emoji you want!

Tapping the ‘+’ will take you to the entire emoji library.



3

WHEN TO USE WHAT?

Communication channel	Receiver	Goal
Email	Professional, clients, partners, relatives	Contact, inform, send documents, formalize
Instant messaging	Family, friends, colleagues	Communicate quickly and informally
Post on social media	Public, friends, subscribers, communities	Share information, promote, socialize
Internal channel of a company	Employees, teams, services	Collaborate, share resources, centralize internal exchanges
Videoconference	Work team, customers, partners	Bring together, collaborate remotely, present and exchange visually

TO REMEMBER!

Adapting your digital communication to different channels and audiences is an essential asset for transmitting clear, relevant and respectful messages.

Each tool, whether email, instant messaging, social networks, internal platforms, has its own rules and levels of formality. For example, email is preferred for formal or documented exchanges, while social networks allow sharing personal or professional information to a wider and often more informal audience.

Nonverbal elements, such as emojis, GIFs or reactions, also add nuance and emotion, but their use depends on the context and the target audience. By mastering the codes of each channel and respecting the expectations of their audience, everyone can improve the impact of their exchanges and contribute to quality professional and personal interactions.