WORK HACKS

Written Communication

Whilst written communications is crucial in all walks of life, it's especially important within the business environment.

This is because there are multiple methods to communicate. Whether through email, presentations or social media.

Each has their own style e.g. social media tweets need to be concise and letters written in the right structure.

These must then be written appropriately to the right audience too! A legal communications may need to be formal.

Whereas a fun, internal presentation could be jokey and colloquial.

Plus, this all then needs to be communicated with no grammatical errors!

Ultimately, the main aim of great written communications is to get your point across in the clearest and most appropriate way.

But how do you ensure your written communications can effectively meet the needs of the business?
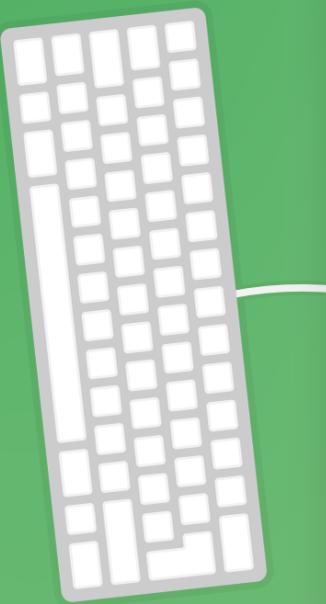
Grammar

First and foremost, it is vital that spelling and grammar is ALWAYS correct.

Correct grammar and spelling is crucial. One spelling mistake can devalue the authenticity and quality of a communications massively.

Free tools such as grammarly can be downloaded to check communications in real-time.

Format and Structure

It's important to remember what method of communication you are using.

Emails need to address the recipient at the start of the email and should be signed off with your name at the end.

But remember, depending on audience, you may be able to start an email in a more colloquial manner such as 'hey'.

Clarity

Make sure your writing is clear and concise.

Introduce the subject and get straight to the point. Don't waffle as everyone is busy!
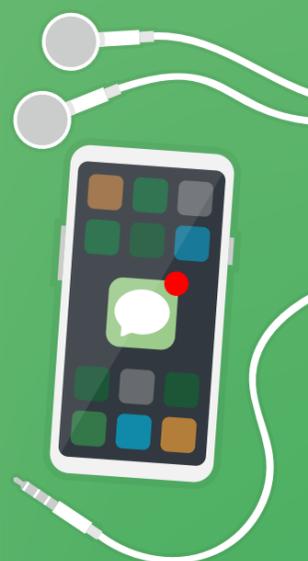
The recipient also may get confused.

Social Media

Social media has become a vital part of written communications.

However, the majority of social media messages are public, so it's crucial the copy is correct.

Be mindful of character limits on certain social media. Tweets need to be succinct whereas Facebook and LinkedIn have more generous word counts.

We hope these quick hacks will help you develop in the workplace.

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