

## I. The Benefits of Connecting

## II. Technology; Friend or Foe?

## III. Generational Communication Modalities (see chart)

## IV. Principles of Building Trust (see Levels of Trust Chart)

## V. Communicating through Technology The Seven Cs of Communication (chart)

### Rules of Engagement & Proper Etiquette

Email

Texting & Messaging

Facebook

Tweeting

Linkedin

Other



# Communicating & Connecting in an age of Social Media

Characteristics	Baby Boomers	Generation X	Millenials	Generation Z
Born*	1945 - 1964	1961 - 1981	1975 - 1995	1995 - 2015
Avg. US National Population*	71.2 Million	63.7 Million	83.1 Million	86.6. Million
Family Values & Situations	Strong family values Multi-child families Strong respect towards elders	First latchkey children Increased divorce rates Redefinition of family values	Single-parented children Divorce becomes common Loss of traditions	Single or same sex parents Little attachment to traditional values Perceives family as support
Values & Attributes	Redefinition of traditional values Independent, liberal, experimental, free-spirited	Ethical, independent, adaptable, open to diversity	Optimistic, independent, adventurous, conservative, open-minded, entrepreneurial	Internet savvy, conservative, impatient, creative, innovative, social, visual, adventurous, hyper-aware
Workforce Values	Strong work ethic Loyal to their job Strong group workforce	Loyal to their job Increasing female workforce More individually focused	Seek good work/life balance Strong sense of entitlement	Multitaskers, adventurous Seek flexibility, reality & openness Creative, innovative, entrepreneurial
Global Events	Post-WWII Peace & Love Movement Rock & Roll Assassinations of JFK, RFK & MLK	Berlin Wall Watergate scandal Moon landing Vietnam War Civil Rights Movement	Rise of technology Environmental issues Financial crisis Terrorism	Rise of social media Same sex marriage Climate change Terrorism
Icons	JFK Mickey Mantle	Madonna Michael Jackson	Steve Jobs Mark Zuckerberg	Taylor Swift Roger Federer
Communication Mediums	Face-to-face Radio TV Print & direct mail	Email Mobile Face-to-face TV	Mobile / Smartphones Email Digital Instant messaging	Mobile / Smartphones Digital Facetime, Skype, Hangouts Instant messaging

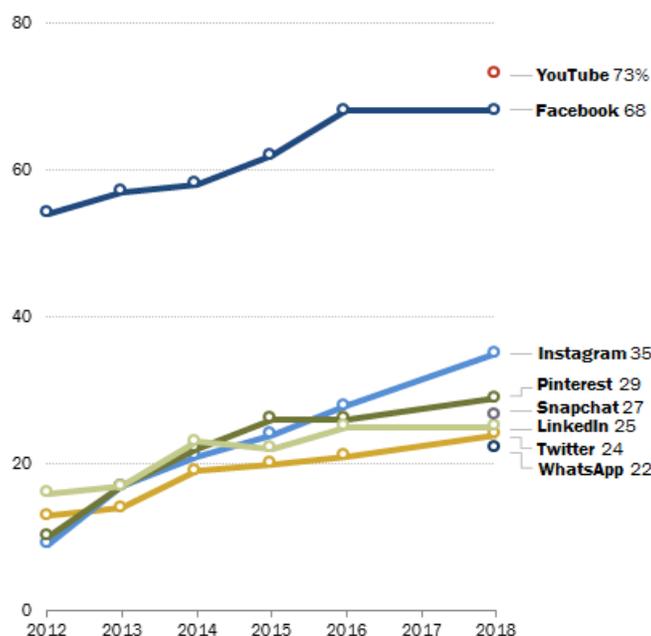
## % of American adults in each generation who own each device

	Millennials (Ages 18-34)	Gen X (35-46)	Younger Boomers (47-56)	Older Boomers (57-65)	Silent Gen. (66-74)	G.I. Gen. (75+)	All adults (18+)
Cell phone	95	92	86	84	68	48	85
Desktop computer	57	69	65	64	48	28	59
Laptop computer	70	61	49	43	30	10	52
iPod/MP3 player	74	56	42	26	16	3	47
Game console	63	63	38	19	8	3	42
e-Book reader	5	5	7	3	6	2	5
Tablet, like iPad	5	5	4	3	1	1	4
None of these	1	3	8	8	20	43	9

Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey. N=3,001 adults 18 and older, including 1,000 reached via cell phone. Interviews were conducted in English (n=2,804) and Spanish (n=197).

## Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

## Levels of Trust

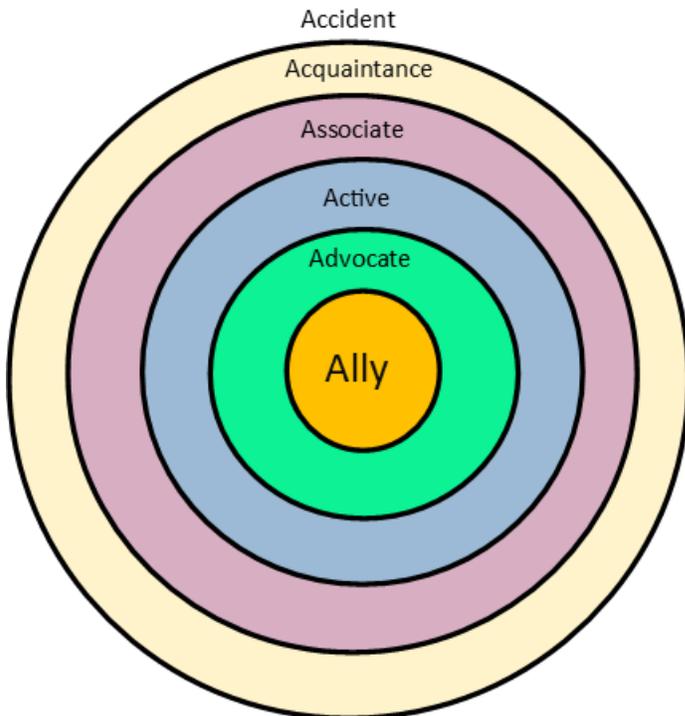
**Accidents:** You will bump into thousands of people in your lifetime. You've been brought together. You talk to each other. You can create relationships with these people, if you decide to reach out and touch.

**Acquaintances:** People you don't see regularly, but could find again. Maybe you became FaceBook Friends. You've attended an event and sat at the same table and started a conversation. You don't see regularly but with some effort and reaching out, you may be able to build relationship.

**Associates:** You belong to the same club/ group/ church. Enjoy the same activities ( I.e Master Gardeners or Adult School). You have an implied permission to seek each other out.

**Actives:** You start to connect and swap ideas, resources and conversations. You may invite each other to event. You are beginning to develop a deeper connection dependent on your character and competence.

**Advocates:** People that believe in each other's Character and Competence. They will speak well of you, and they know that you will help them. You have developed a high degree of trust with each other. They will promote you.



## Assignment:

Think of a close friend. How did you meet? What were the stages to get them to where they are now.

Now Make a list of 10 people you know. See if you can figure out where you are with each of them.

This week, spend time looking at your list and writing down ways you can connect and build trust to new level.

Ex; Share a tip that might interest them, connect them with a business associate on LinkedIn, mention them in a post on Facebook, Have coffee, etc.

## **Building Trust :Online & Off**

When you connect with someone online, you have an opportunity to turn this contact into a trusted Alley (with time and effort).

Your goal is to build trust. This is where true connecting and communication can occur.

### **SHOW AN INTEREST; Listen! Remember it's about them.**

Find common bonds and interests. Ask open-ended questions about interests.

**BE OPEN & TRANSPARENT:** Remember, facial expression and body language are missing in online communication . Add emotion and feelings to your connections Ex; I was surprised to see that... engage with empathy. Be authentic and real!

**LISTEN SOME MORE:** Listening creates respect and strengthens relationships. Understand what they are saying. When online, you have to read between the lines and ask for clarification.

**ESTEEM & GIVE VALUE :** How can you give value? Eliminate the words I, me, my and make it about them.

"If you help people get what they want, they will help you get what you want." Zig Ziglar

**CREDIBILITY:** Show you are worthy of TRUST. Develop honest relationships, Follow through on promises. Be dependable and consistent. Be a person who keeps their word

**MEET OFFLINE: Face to Face is always better.** Coffee, Skype, FaceTime or one of the other tools for "seeing" each other. AND MOST OF ALL LISTEN!

**REDISCOVER THE LOST ART OF CARDS & LETTERS.**

**TRUST** is the *glue* of life.

It's the most *essential ingredient* in *effective communication*. It's the *foundational principle* that holds

**ALL relationships.**

Stephen R. Covey

## **For Reflection:**

Analyze your communication tools.

How are you using: Email? Texting? Messaging?

How can you use social media to enhance your relationships?

Who do I feel most comfortable with? Why do you love connecting with them?

What qualities do you want others to see in you?

What image do you want to present?

Is this image consistent with who you are offline?

Are you really someone that others would like to connect with?

How are you giving value to others?



# Seven C's of Effective Communication

There are 7 **C's of effective communication** which are applicable to both online and off.. These are as follows:

1. **Complete** - The audience has everything they need to be informed and take action.. It should convey all facts required by the audience.
2. **Concise** - Conciseness means wordiness. Stick to the point and keep it brief. Are there any unnecessary sentences? Especially with Social Media, this is crucial. People stop after first line or two.
3. **Consideration** - Put yourself in the place of the receiver. It refers to the use of You attitude, emphasizes positive pleasant facts, visualizing reader's problems, desires, emotions and his response.
4. **Clear (Clarity)** - Are you clear about your goal or message. What is your purpose in communicating? Try to minimize the number of ideas in each sentence. Clarity makes comprehension easier.
5. **Concrete** - Be definite, vivid and specific. Concrete communication implies being particular and clear rather than fuzzy and general. Precise and to the point.
6. **Courteous - Valuing the receiver.** Courtesy strengthens relations. Be friendly, open and honest. There are no hidden insults or passive-aggressive tones. Respectful
7. **Correct** - No grammatical errors. Names and titles spelled correctly and information is truthful and accurate. Accuracy in stating facts and figures. Especially with reposting of information, don't assume just because your friend posted it that it's true.



## Give & Get Worksheet (Reciprocity Principle)

(What can you offer? How can you give VALUE to your connections? This is especially useful in professional networking situations)

This make take several days to fill....be patient)

**List all your Talents, Skills, Interest, Hobbies, Accomplishments, Enthusiasms, and Knowledge (Remember it's not about getting; it's about giving)**

**Examples:**

Organic Gardening, Dogs, Quilting, Public Speaking, Life Purpose Discover, Entrepreneurship, Goal Setting, Vision Boarding

**What would you like to Find, Learn, Connect, Understand or Know About?**

What Problems are you trying to solve? What's one resource, person, idea, or bit of information you would celebrate finding?

**Examples:**

Speakers for next year's Empowerment Summit, Underwriters for Conference and Expansion of Advisory Team.

### Recommended Resources

**Strategic Connections; The New Face of Networking in a Collaborative World; Anne Barber**

**You Can't Text a Tough Conversation # RealCommunicationNeeded; Mike Bechtle**

**Winning With People: John C. Maxwell**

**How to Talk so People Listen: Connecting in Today's Workplace; Sonya Hamlin**

**Everyone Communicates Few Connect; John C. Maxwell**

**Never Eat Alone and other Secrets to Success, One Relationship at a Time; Keith Ferrazzi**

**Communication Skills for Dummies: Elizabeth Kuhnke**

