



Digital competencies for women in rural areas to increase their entrepreneurial opportunities and employability.

Towards inclusion through entrepreneurship.

IO1 – TASK 3 BRIDGING THE GAP MOOC Module: Communication 4.0

Organisation: Dramblys



Co-funded by the
Erasmus+ Programme
of the European Union

This project has been funded with support from the European Commission.

Project N°: 2020-1-ES01-KA204-082832

This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Contents

Introduction to Communication 4.0	3
1. The elements of communication	3
1.1 What is communication 4.0?	3
1.2 Communication tools	10
1.3 Digital Marketing and how to level up your enterprise	14
2. Internal communication plan	27
2.1 Why internal communication?	27
3. Metrics	32
3.1 Social media metrics	32
4. Conclusions	35
5. References	36
6. Annexes	38
6.1 Time duration	38
6.2 List of images and figures	38

Introduction to Communication 4.0

Introductory video

1. The elements of communication

1.1 What is communication 4.0?

Do you know how to communicate? This question might be very simple at first, but how we communicate and understand what is important when communicating, might lead us to bring some light to the process of “selling” our ideas to our audience. Whether you don’t have an idea yet or have an idea but face difficulties in spreading the words, we will describe practical tips to guide you to communicate better within your professional area.

When we think about communication, probably the first thing that comes to our mind is one person communicating a message to another one. Isn’t that right? That’s the way we have traditionally learned that communication works, as a linear process. However, many characteristics are immersive in our everyday communication, and we don’t pay attention to them, such as body language or active communication. Nowadays, the rise of social media and the Internet has dramatically changed the way we communicate with others and, how others communicate with us. For instance, two people reading the same article might have different perspectives and opinions, even if the article is the same. Is that even possible?

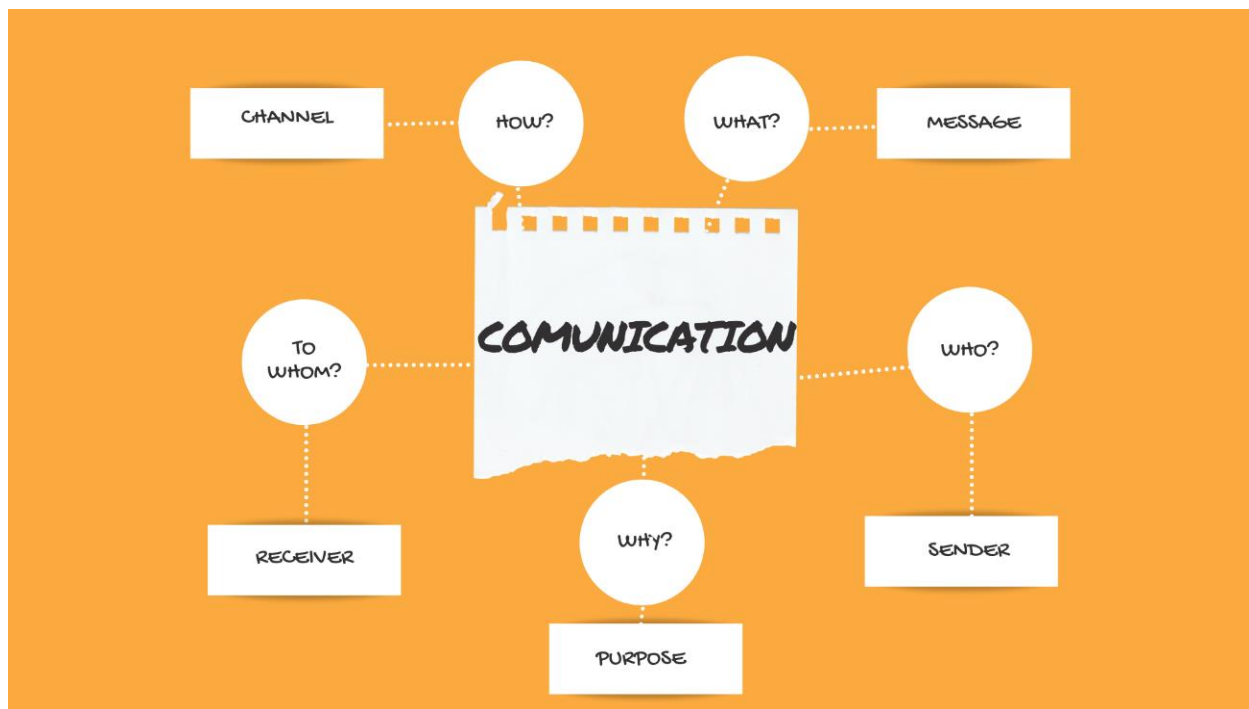
Certainly, it is, we can elaborate a message only by employing the signs we know, and we can only give those signs the meaning we have learned about them (Castro & Moreno, 2006). In other words, we interpret and communicate based on what we know and have learned. We tend to interpret the information we receive based on our perceptions, beliefs, experience, and codes.

To understand better how to communicate your idea, the first thing to carry out is a conceptual map. A conceptual map is a diagram of concepts that represents relationships between concepts and ideas. Take a look to this [link](#) to explore further what is a conceptual map.

For instance, when communicating there are several key points to be aware of, let's explore further this concept in the first exercise.

Before we start, take a paper and a pencil, and draw a conceptual map of the communication process you expect for your business idea. For doing so, you can follow the example provided:

Figure 1. Conceptual map



Source: own elaboration

Communication can be defined as the process of transmitting information and mutual understanding from one person to another (Keyton, 2011). The roadmap of communication illustrates the elements of communication. In the elements of communication, there is the sender, the message, the channel, the noise, the receiver, and the feedback. However, all these elements do not correspond to a linear model of communication, as communication might appear in different ways.

Do we communicate when we don't speak?

"We've all heard that 90% of communication is nonverbal, but is there any truth to this adage? The 90% figure wasn't plucked out of thin air. It was Albert Mehrabian, a researcher of body language, who first broke down the components of a face-to-face conversation. He found that communication is 55% nonverbal, 38% vocal, and 7% words only" (Permian Basis, University of Texas).



[How much of communication is nonverbal](#)

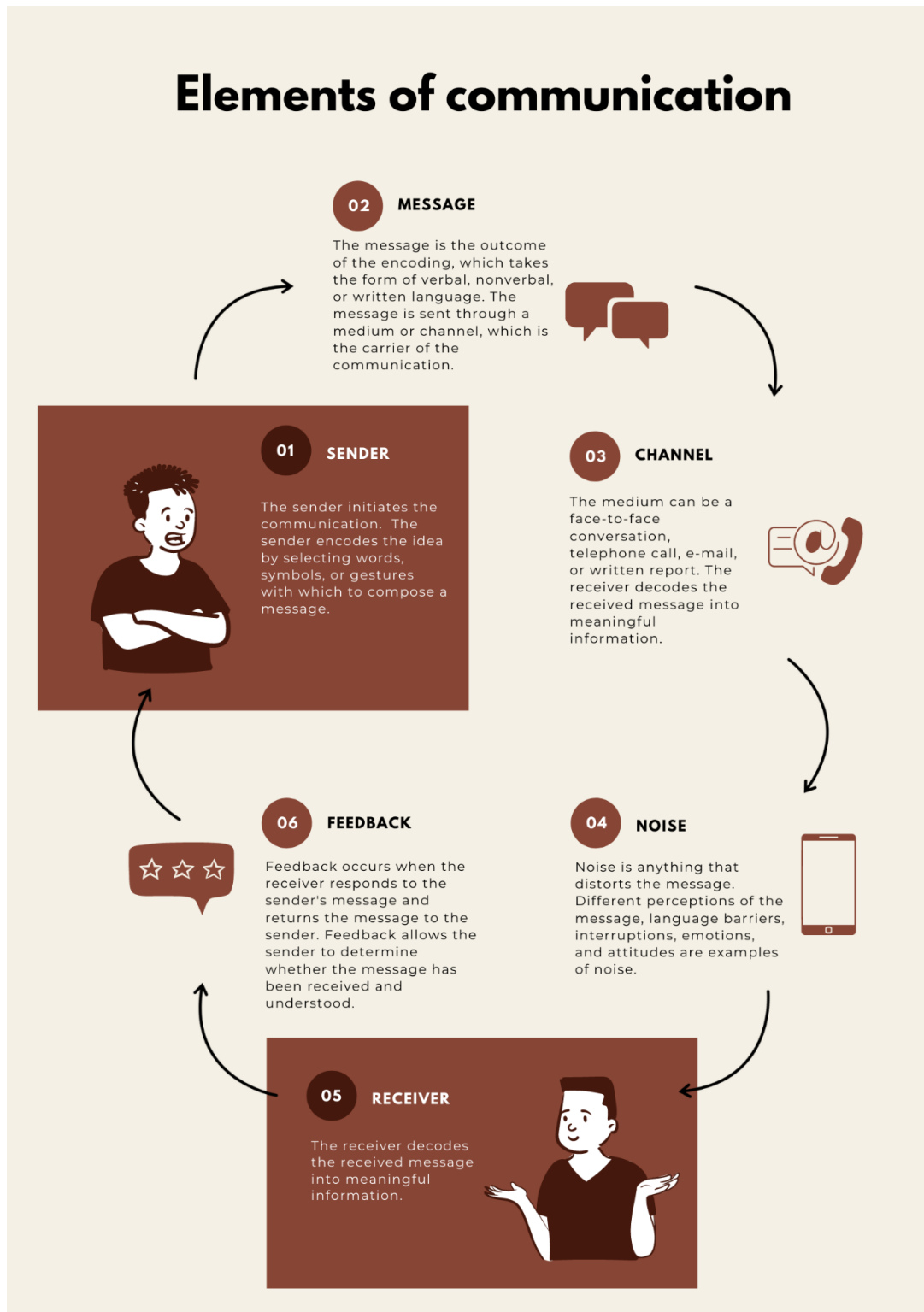
For further information, check this lecture about how we communicate with our body:



[Types of non-verbal communication](#)

We tend to think that communication is a linear process, however, the process of communicating depends on several factors. Look at the next infographic to discover how many elements are interrelated in the process of communication.

Figure 2. The elements of communication



Source: own elaboration, information extracted from Lunenburg, F. C. (2010). Communication: The process, barriers, and improving effectiveness. *Schooling*, 1(1), 1-10.

The steps to communicate my business idea

Knowing how to communicate is an asset, but how do I communicate better? The first step is to understand who your audience is. You should determine which audience you currently have and adapt your communication to them. For instance, you might not use the same language and ways of speaking while speaking with friends or selling a product. Having said that, let's explore step by step the characteristics that will improve your understanding of how your target audience is:

1. User personas or buyer personas: These are simulations of people made to emphasize and understand who the target audience is. Essentially, they are used for describing people. A good definition by Interaction Design Foundation establishes that User personas are *"fictional characters, which you create based upon your research in the present the different user types that might use your service, product, site, or brand in a similar way"*¹. Many companies (marketing professionals, and product designers) research first who is their target audience and how to proceed with the creation of a product. If you don't know who your target audience is it could be extremely difficult to communicate strategically and effectively. Therefore, let's create a user persona:

Step 1. Identify your audience or your potential audience. Imagine you want to communicate your business idea on the Internet. What would be the best way to approach your audience?

Tips and tricks: Use the following elements to describe your audience:

- Demographics: such as age, gender, or geographical location.
- Psychographics: Interests, motivations, struggles.
- Information Technology (IT) literacy: beginners, medium, advanced.

Imagine that your target audience is people who have never had social media accounts. Would social media networks approach them?

Step 2. Create your user persona:

- Photo
- Name

¹ <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

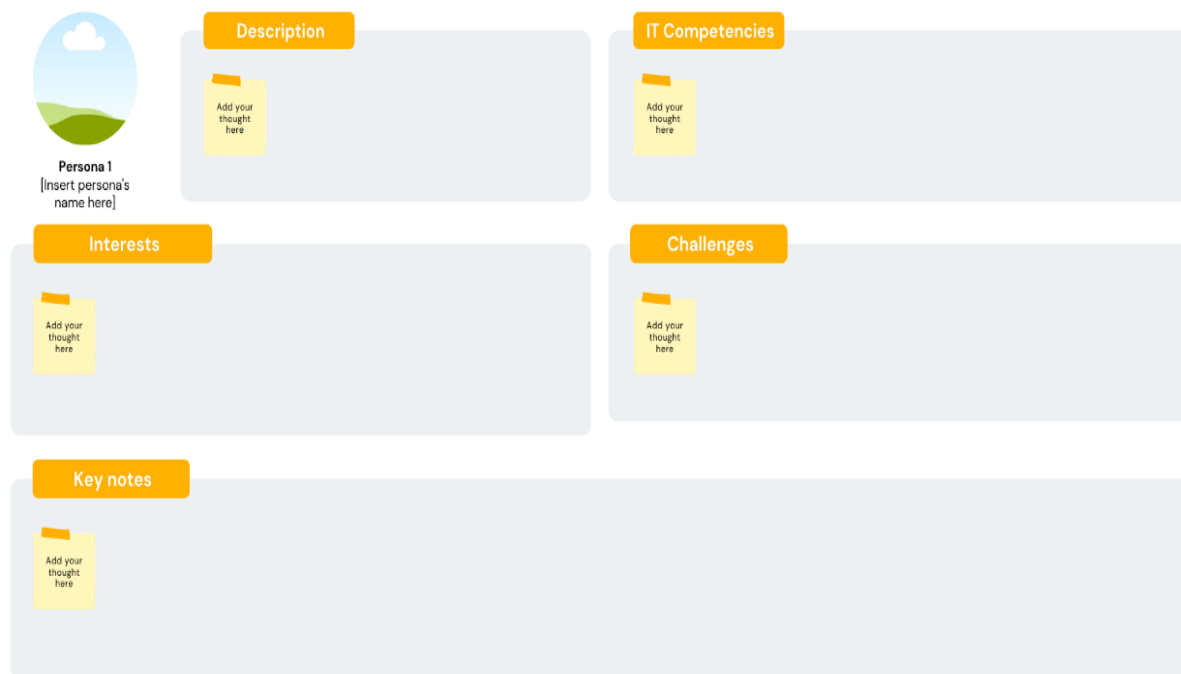
- Discoveries of the research phase (demographics, psychographics, and IT literacy)

Step 3. Validate it! Once created, the next step would be to validate it. Don't consider your users as immutable papers, the motivations and struggles might change over time. Keep your target audience updated and conduct this process every now and then to consolidate how your users/audience is.

You can use the following template to illustrate who is your user persona:

Figure 3. User personas

User persona



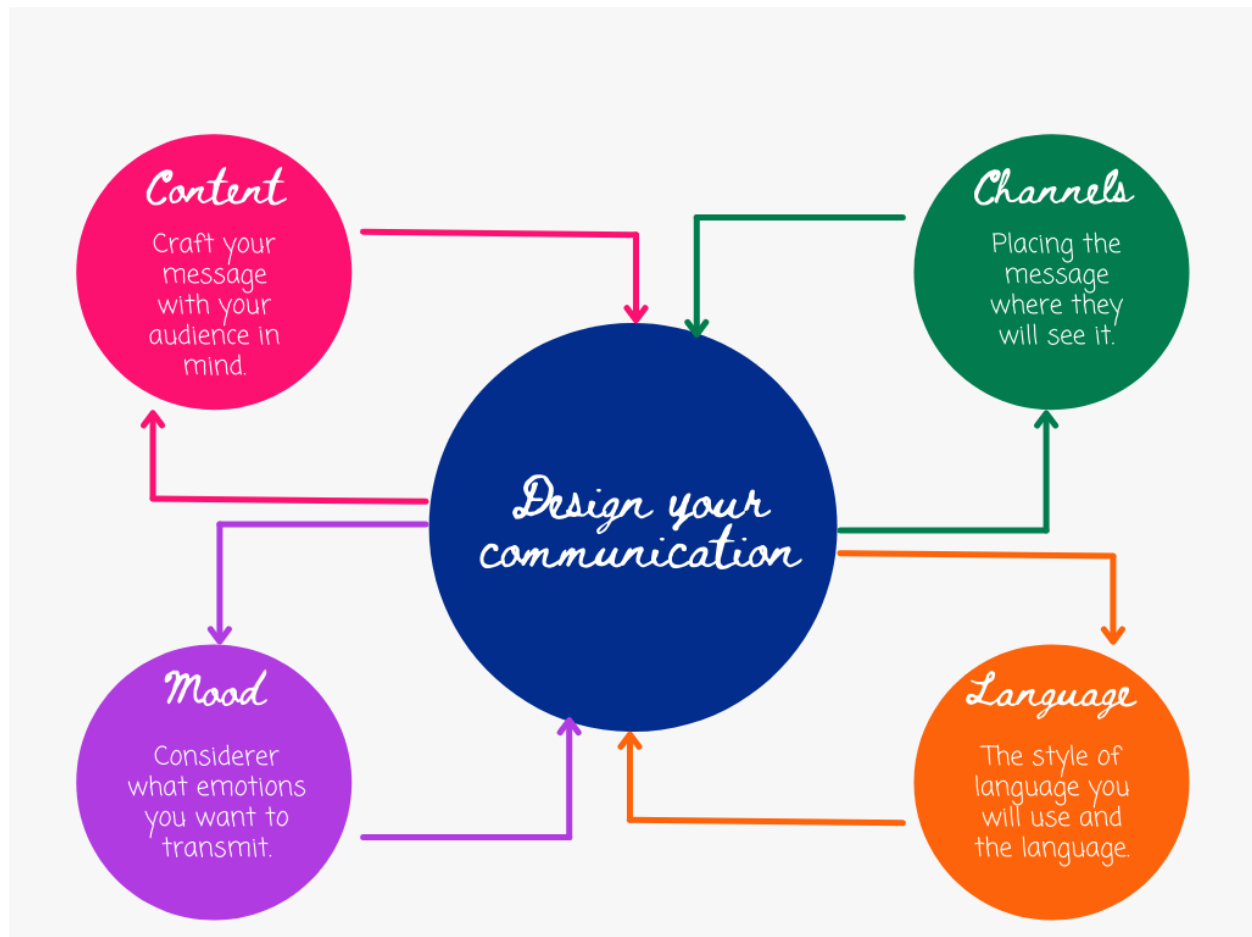
The diagram illustrates a user persona template. It features a central profile icon labeled "Persona 1 [Insert persona's name here]". Surrounding this icon are five distinct sections, each with a yellow header and a light blue content area. Each section contains a small yellow sticky note with the text "Add your thought here".

- Description**: A section for general information about the persona.
- IT Competencies**: A section for details on the persona's IT skills.
- Interests**: A section for the persona's hobbies and interests.
- Challenges**: A section for the difficulties the persona faces.
- Key notes**: A section for important observations or insights.

Source: own elaboration

Design your message: To communicate effectively bear in mind the following recommendations:

Figure 4. Design your communication



Source own elaboration extracted from <https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>

In this module, we will learn which steps we could use to communicate better in a digital environment. We will explore the existing tools of digital communication that already exist and how to use them properly to communicate with our users. Finally, remember that communicating is an art itself, it can be improved always, and we encourage you to find new techniques, reads, and videos that will stimulate the way you communicate in your everyday life.

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

-Anthony Robbins.

1.2 Communication tools

Do you have any social media accounts? If the answer is yes, how much time do you spend interacting with them? Did you know that the average time spent on social media is around 6 hours and 43 minutes online each day?

If we look at the image below, we see that 3.80 billion are active social media users. That number is quite impressive, right?

Figure 5. Users on social media



Source: <https://datareportal.com/reports/digital-2020-global-digital-overview>

In this chapter, we will dive into the common communication tools users use and how we can extract the best of them. Probably, you already know some of them as they are widely well-known. However, have you ever managed a Business

Facebook page? Or have you ever thought strategically about the use of your social media?

What you want to communicate and how you want to communicate it to your potential users are essential. The use of communication tools when speaking about small enterprises or businesses should be taken into consideration as the base of your beginning. Communication 4.0 has changed the way communication works and the way you communicate can potentially increase the number of users or potential clients.

Back in the 60s, the idea of consumerism was focused on selling products to millions of people (third industry revolution). The product was homogeneous, and the importance was to make the most profit from it. Advertisement started and created a huge impact on society's mindset. On the contrary, today the idea conceived has slightly changed. Companies don't tend to focus only on profits, but rather on users. How will my user interact with my product? What defines me (brand)? And how do I make difference? These are questions you should have in your mind when giving your first steps into Communication 4.0.

There are some key points when approaching our users, that might help you while communicating with them. Use social media accordingly to the purpose of the channel. This might seem obvious but don't use the same content for the same channel. Emails are commonly used for formal communication and social media is used to communicate to a large number of people. Thus, a story on Instagram might be short with keywords of what you want to communicate.

Regarding the basic communication tools within the context of Communication 4.0. We have created a summary of each type (internal and external) to help you understand the main features of each one of them. Nowadays, learning is accessible, and many courses can help you to improve your communication skills.

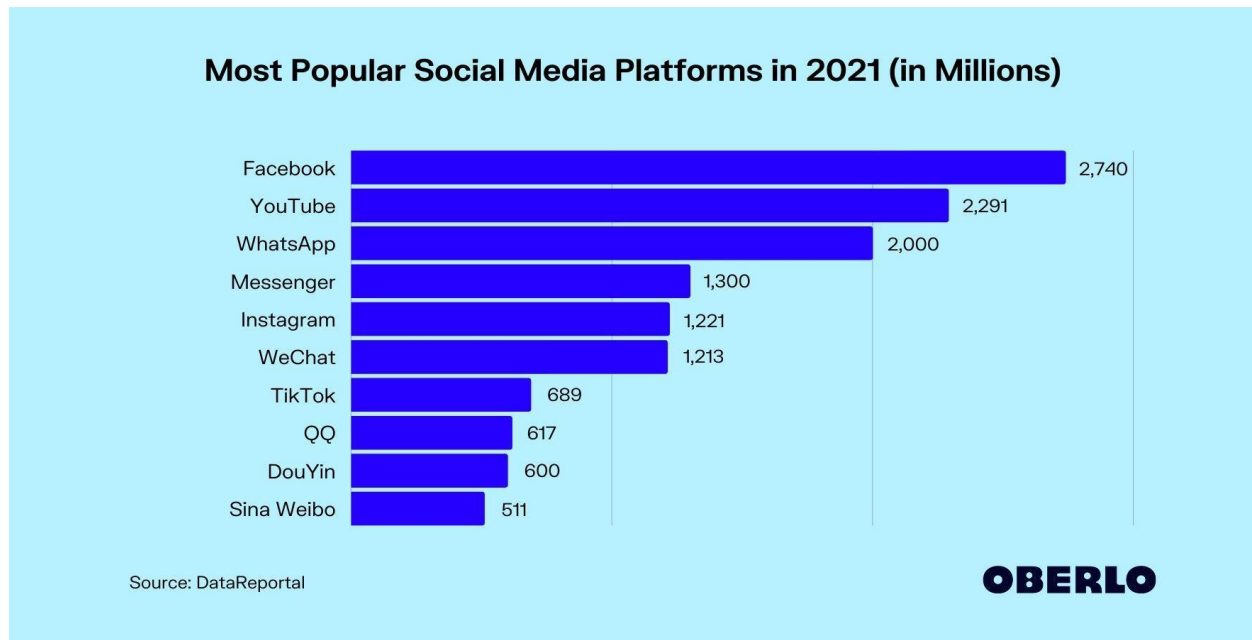
Figure 6. Internal and external communication



Source: own elaboration

Those are just an example of the enormous heterogeneity of communication tools. There are many of them and each one of them has its style and features. Therefore, choose the tool you feel more confident with and master it. Once you feel confident enough with the tool you are currently using, try other ones to see if they are appropriate for you. Nevertheless, having in mind your target audience, embrace the tool your target audience is using, otherwise, you will not be able to communicate with them and most importantly receive feedback about your content and interaction.

Figure 7. Social media platforms



Source: <https://www.oberlo.com/statistics/most-popular-social-media-platforms>

In the image above we have shortlisted some of the most popular Social Media Platforms in 2021. In this graphic, some of the social media platforms (WeChat, DouYin, and SinaWeibo) are mostly used in China, however, the five most popular social media platforms stressed in this graphic are widely used in Europe. As mentioned before, it is not about knowing all the existing tools, but knowing how to use them effectively. Hence, we are going to explain some tips and tricks about content creation regarding external communication strategies.



Put your User first: Always keep in mind that you are creating for your user, so try to let behind those aspects that can keep away the attention from your user. If your target audience is elder people, how would you approach them? Think about communicating strategically.



Keep it short: As we are highly connected and we receive a big amount of information, try to keep it simple and short. Having said that, a huge text on a social media platform might not be effective, if you want to share it, link to your

blog or webpage where the user can easily find it. Don't push your users to information overload.



What do I want to share? the publications you make should have an internal purpose behind them, otherwise, people will not feel engaged and interact with your content. Plan what are your priorities in terms of communications and post accordingly. One of the most common programs that you can design for free is **CANVA** (<https://www.canva.com/>) The program offers different elements like layouts, texts, and covers, that you can edit easily. Thus, it is recommended for beginners and intermediate users.



Explore what others do: Don't be afraid of learning from others, absorb as much influence as possible from different profiles to construct yours. Check what others do and how they do it and feel open to showing your interest, it might be helpful and good pieces of advice are always welcome.

1.3 Digital Marketing and how to level up your enterprise

If most people use social media every day, it makes sense to approach them through social media channels. Social media marketing -opposite to other types of marketing- interacts with its users in a digital area. The Institute of Digital Marketing (DMI) defines digital marketing as *"the use of digital technology to create integrated, targeted and measurable communication that helps to acquire and retain customers in building deeper relationships with them"* (C. Wymbs et al., 2011). Therefore, the application of digital marketing strategies plays an important role and, it should be considered if you want better communication with your target audience. One of the primary objectives of Marketing is to reach consumers at the moments, or touchpoints, that can influence their purchasing behavior (Saravanakumar, M., & SuganthaLakshmi, T. 2012).

We can stress several features of Digital Marketing following the results of the study *"Impact of digital marketing development on entrepreneurship"* Bizhanova et al., (2019)

1. **Attracting the attention of a large target audience:** through promotions, mailing lists, contextual advertising, SEO, advertising in social networks, etc.
2. **Increase in the number of sales:** most of the sales are carried out online, this is possible due to the existence of e-commerce (commerce made online). The information provided through different channels allows the user to compare different products or services instantly.
3. **Determines the direction of competition:** The Internet provides valuable information about the competitors and their strategies.
4. **Does not require high material and financial resources:** fortunately, it doesn't require strict financial costs. In some cases, people prefer to let to professionals who are more experienced, and therefore, the investment or the financial resources required might change.

Nevertheless, we want to highlight the holistic perspective of digital marketing. It doesn't consist merely in communicating and posting on social media, it requires an effort of planning your ideas. Commonly, digital marketing plans are left behind as they are time-consuming and difficult to keep updated.

Task: 10 min



Nevertheless, Digital Marketing is not only about social media. The following [video](#) explores the main concepts of Digital Marketing. Watch the video and answer the following questions:

- 1º) How many concepts does the video describe?
- 2º) What is SEO?

The following table describes the paradigm shift from the concept of Marketing 1.0 to Marketing 3.0. It shows the evolution and the improvements, marketing has purchased through the evolution of digitalization.

Figure 8. The evolution of Marketing 1.0 to 3.0

	Marketing 1.0 (Product-centric)	Marketing 2.0 (Customer-oriented)	Marketing 3.0 (Value-driven)
Type of action	"Push attitude"	"Push and pull" approach	Collaboration and co-creation through personalized dialogue
Customer needs	"Descriptive analysis "what they did"	Explanatory analysis "why they did"	Predictive analysis "what will they do"
Knowledge about consumer	Ad hoc data collection	Systematic data collection	Continuous, automated, and integrated data collection: ROI assessment,
Brand control and products focal points	One dimensional segmentation based on product needs or previous purchases	Two-dimensional segmentation based on needs and value	Multi-dimensional segmentation based on rational, emotional, and behavioral factors
The emergence of new channels	Brand value proposition harmonization across traditional channels	Capability integration across an increasing number of channels	Experiences optimization across selected channels
Attitude change	Increase customer expenses	Improve cost to sell ratio (CPM)	Increase customer net value

Source: Tarabasz, A. (2013). The reevaluation of communication in customer approach—towards marketing 4.0.

When thinking about which are the common ways of communicating externally, we have addressed, the following:

1º) Blogging: A blog is a site where a variety of articles and newsletters can be published. There are different types of software that provide comments, blog rolls, trackbacks, and subscriptions. As suggested in their study of social media marketing blogs should be conversational in tone rather than a corporate-speak

press release (Saravanakumar, M., & SuganthaLakshmi, T. 2012). Blogs are efficiently a great chance to arrive at your users by generating engaging content of what are your main purposes, the activities carried out, or articles that ensure aligned objectives with yours. Thus, is the right place to include extended content about your publications.

Task: 15 min

Search and select three blogs that inspire you and reflect on these questions

- 1.What do they have in common?
- 2.Which are their key features?
- 3.What is missing?



2º) Microblogging: In this case, we refer primarily to Twitter as the main site for microblogging purposes. Microblogging is defined as “a form of blogging that lets you write brief text updates (usually less than 200 characters) and send them to friends and interested observers via text messaging, instant messaging (IM), email or the web”². Twitter has had a great impact on how information is received among users, it mainly focuses on short text messages about different topics. We could say that Twitter is aligned with one of the biggest issues of information overload and tries to retain the attention of the users by posting short text which can call to the actions and read more information about what has been published. In addition, Twitter is fast, and incentives users to subscribe to the accounts to keep track of the publications they like most.

A hashtag looks something like this #bridgingthegap. Essentially a hashtag is a label for content, it helps others who are interested in a certain topic, quickly find content on the same topic (<https://smallbiztrends.com/2013/08/what-is-a-hashtag.html>).

² <http://en.wikipedia.org/wiki/Micro-blogging>



Task: 30 min

Create an account on Twitter and get familiar with the application.

1. Explore what is hashtag and how can you use it.
2. Create your first post and add several hashtags.

Alternative: For the ones who are familiar with Twitter we recommend the following [video](#), which focuses on how to create engaging content and attract users. Once you have watched the video, continue with the following tasks:

1. Explore other related accounts to your business idea. What are they posting?
2. Start following other similar accounts to your business idea.

3º) Social media platforms: Social media platforms are spaces of digital interaction where users interact with others, send, and receive messages, news, images, etc. All the phases of presential interaction are done in a digital form. For our objective, we will explore how some of the most popular social media platforms such as Facebook, Instagram, and LinkedIn, can increase the number of interactions with your platform and solidify your brand.

Some of the benefits of social media marketing vs traditional marketing are

- **Engagement:** The users are constantly in touch with your content and your brand. Therefore, you can evaluate the “engagement” based, for example, on the number of likes your publications have.
- **Key performance metrics:** It provides measurement and insights that might help during your strategy plan. There are different types of metric analysis that we will see in the next unit.
- **Time:** On average, people check their social media account more than ten times a day. Therefore, the content created should be posted frequently. A good practice for organizing the content creation is to

elaborate a plan, determining how many days publications are going to be posted and the frequency of them.

- **Coverage:** If we compare it with traditional marketing strategies, social media platform covers a big number of users and certainly allows reaching large audiences.

We have selected three apps -**Facebook, Instagram, and LinkedIn**- for being most used among users. As we have seen in the statics from above, YouTube is highlighted as the second most used social platform in 2021. Nevertheless, YouTube requires more features and video creation skills and for this reason, we strongly recommend the following [lecture](#) as establishing a beginner's guide to start creating videos on YouTube.

Nowadays, the interaction and creation throughout videos have increased. A good video can evoke more emotions in the users by attaching issues or interests that relate to the viewer. Videos are most engaging than texts, due to the use of different elements, such as music and different images in a continuum. Despite the time effort of design and content creation is always stressed as one of the easiest ways to become visible among your users. Therefore, we want you to be aware of the benefits of social media stressed and to try to boost and improve your skills while creating.



Task: 30 min

Create a Facebook Business Page. Use the following [resource](#) to get started.

Alternative task: What is a [Spike](#)? check how you can improve your insights if you have already a Facebook Business Page.

There is always a start point, so we want to invite you to embrace the learning process and don't be afraid of not knowing where to start. Below we have described the essential steps for creating a Facebook Business Page, Instagram page, and LinkedIn account. If you are already familiar with these tools, we have addressed alternative tasks for mastering your skills while using social media networks.

1°) **Essential steps for Facebook**

Figure 9. Essential steps for Facebook



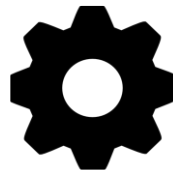
1. Create a Facebook Page. Show your audience your presence and relevance.

2. Add photos. Build your identity by adding a profile picture.



3. Add a short description. Time to show your brand description.

4. Create a username for your Page. This help users to find your page easily



5. Set up Pages roles. Choose who is going to be the collaborator

7. Customize your notifications



8. Add a page CTA. Click on "Add a button" and choose the type of CTA you want to create

9. Organize your page tabs. Select what type of content your users see when they visit your page.



10. Verify your page. Finishing your page with verification will boost your page as public recognition.

We have explained the essential steps to set up a Facebook Business Page that will boost your visibility and help you through the process of reaching your target audience. According to Matt Goulart, Founder of Ignite Digital:

"Social media is about the people! Not about your business. Provide for the people and the people will provide you".

As we stressed before, keep your user in mind while designing, creating, and implementing your strategies.

2º) Essential steps for Instagram

Did you know that among the reasons for using social networks for digital marketing, there are social and psychological motivations for using Instagram?

We should ask ourselves what keeps people connected to social media. Are we emotionally connected to our devices? We will explore the deep motivations that maintain people using Instagram, and some of the key elements that might help us to define our content creation, brand strategy, and digital interaction with our users. Regarding Facebook, Lee et A., (2010) identify four motivations:

1. To keep relationships with friends within the red.
2. To meet new people.
3. To be updated about events and news.
4. For entertainment.

McCune & Thompson (2011) identified four motivations as well for using Instagram:

1. To share images with different users.
2. To save or "store" living experiences.

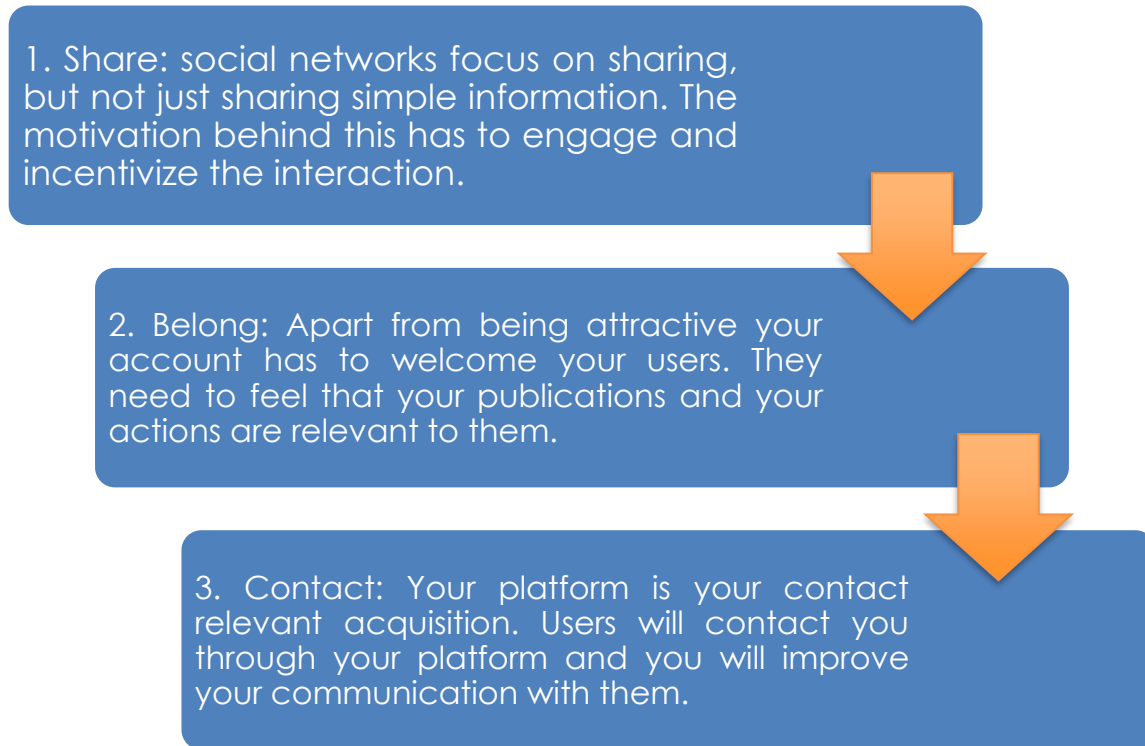
3. The possibility to see through the eyes of others the images that users upload.
4. To belong to a community i.e., to receive comments and likes from others.
5. The creativity
6. The motivation to promote the platform as a resource for liberating stress and expressing feelings.

A study carried out in Spain analyzed the motivations of 228 people to obtain a better view of the deeper motivations of Instagram. The study, *Social and psychological Motivations for using Instagram* focused primarily on the behavior of young people as being the ones more connected with Instagram. Among the results, the motivations identified are the following:

1. To keep in contact with what is new, to not lose the latest news, places, or events from others, whether they are from a close circle, strangers. or celebrities.
2. Store, record, and publish everything they do for others to see)
3. interact with other users of the platform (getting to know and making themselves known to others through photography, creating a personal and unique space).

If we summarize the key elements from the different studies, we have:

Figure 10. Key elements of Instagram



Source: own elaboration

In essence, these elements reproduce the subjacent motivations behind the use of social networks. In the next task, we will create an Instagram page following the steps described above:



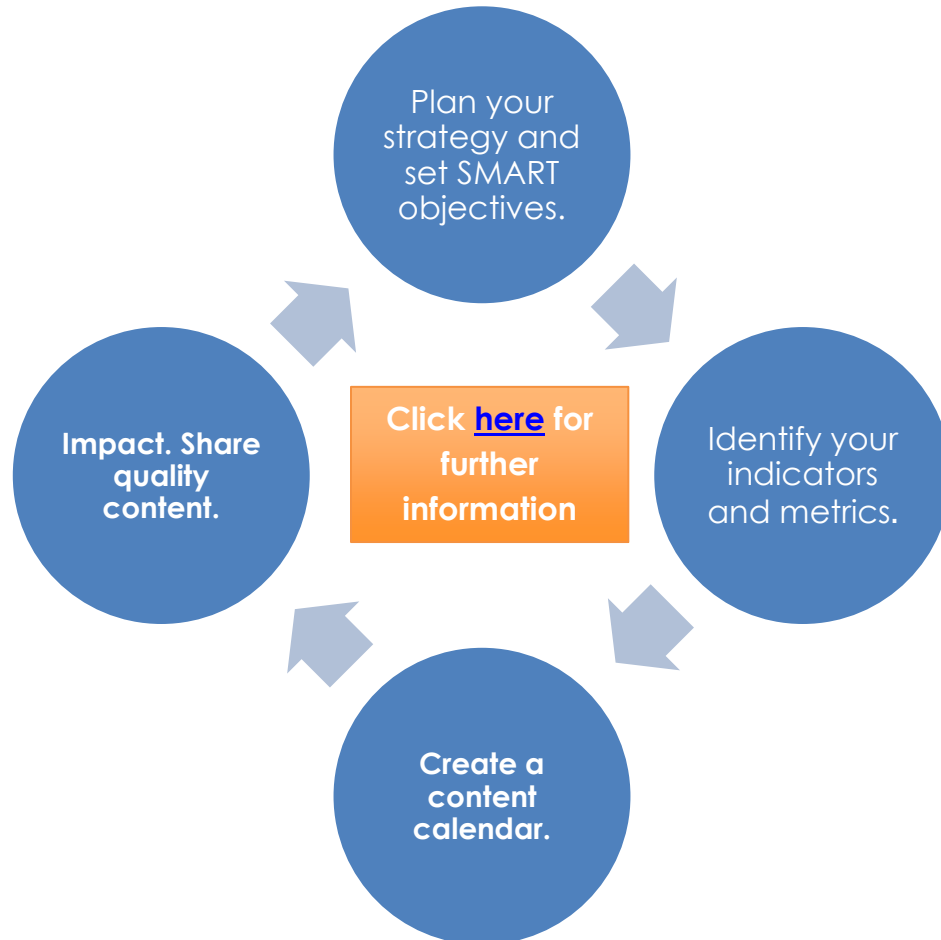
Task: 30 min

Essential task: Create an Instagram account.

Alternative Task: The following [lecture](#) explores how influencers impact consumer behavior. After you have read the lecture:

1. Address three influencers that could help you spread your business idea
2. Why you have chosen them? Why do you think are important for your business?
3. Explain how you will contact them and what you have to offer in order to promote your business (E.g: gifts, special discounts our bonuses)

Figure 11. Steps for creating an Instagram page



Source: own elaboration

Once your Facebook Business page is ready, you can easily connect to Instagram and Facebook. That means, the information of the insights and basic metrics of Instagram, will appear on Facebook Business Page.

3^o) Essential steps for LinkedIn

LinkedIn is well-known to serve as a professional networking site. Whereas Instagram and Facebook have wider applications, LinkedIn is not used for job seekers and employers, it is also used for brand awareness and building long-term professional relationships.

For the next task, first look at this [video](#) and reflect on the steps Natasha Vilaseca gives to improve your marketing strategy on LinkedIn.

Building your external channels should be located among one of the first steps to implementing your idea. Besides, these exercises has the purpose to help you to reflect on the following.

1. What do I want to communicate?
2. How do I communicate?
3. Why do I need to communicate?

The first question reflects on **planning and content creation**, even before starting designing, ask yourself this question. There is not a single answer to this question as you probably know, although it allows categorizing your content regarding your image (brand), activities (purpose), and impact(suitability). The second question is linked with the external communication channels you have recently created, there is a space for everything but choose carefully what and where you want to post it. Some designs don't fit accordingly the app, long paragraphs might be hideous for Instagram but appealing for your website. Finally, the last question evolves about what you have learned applying marketing strategies. Digital marketing has expanded, and the digital transformation has created an online environment where information is everything. If you want to successfully connect, share, and reach your audience you must communicate, otherwise, the possibilities of building truthful relationships with your potential target audience are compromised.



Task: 20 min

Essential task: Create a LinkedIn account.

Alternative task: For the ones who are familiar with LinkedIn. Read the following [Tips and Tricks](#) for increase the impact of your LinkedIn profile. After you have read the lecture, answer the following questions:

1. Why is important to have 1st-degree connections?

By the end of this task, you might have successfully created four different social networks (Twitter, Facebook, Instagram, and LinkedIn).

2. Internal communication plan

2.1 Why internal communication?

An internal communication plan is used when organizations want to improve their internal communication. Good internal communication has many benefits such as:

- ✓ Reduction of time wasted while searching for resources, tasks, or other characteristics precise within the content of the workplace.
- ✓ Improve the trust and confidence in both sides, employer, and employee.
- ✓ Facilitate teamwork and effective communication across the members.
- ✓ Provide feedback and concreteness to the tasks to be completed.
- ✓ Create a sense of community.

George Bernard Shaw once said:

"The single biggest problem in communication is the illusion that it has taken place".

From this quote, we propose you a self-reflection task:



Task: 10 min

- 1. Write 5 benefits of introducing an internal communication plan.**
- 2. Explain the problems derived from poor internal communication.**

Now and then, we found ourselves in a process of confusion and misunderstanding while working. Sometimes, we expect the other person to clearly understand what we meant, and days after, we realized that the person understood something completely different. Well, an internal communication plan permits you to effectively create a well-ground strategy for setting the internal communication of your workplace and therefore, improving the internal dynamic of the work process.

Do I need an internal communication plan if in my workplace there are only three people?

In every circumstance, the assets of having an internal communication plan are significant. Internal communication is not only about communicating with others but to keeping a record of everything that is taking place. In addition, it can be a great opportunity to safely create spaces where the information can be found easily or store important deadlines you may desire to not forget.

We have highlighted different ideas for effectively running or improving your internal communication:

Figure 12. Ideas for improving internal communication

Ideas for improving internal communication

Ideas	Characteristics	Examples
1. Select one tool for all chats.	These tools provide a one-on-one, time chat which increases productivity and builds a safer relationship among colleagues.	Tools: Yammer, Hipchate, Slack,
2. Store your files in one place.	It is essential to share and have access to the files with co-workers. Remember to safely protect all your documents by creating a backup copy.	Dropbox, Google Drive, One Drive.
3. Choose a reliable conference call tool	When face-to-face meetings are not possible, online conference tools create a positive environment of face-to-face interaction.	Skype, Zoom, Microsoft Teams, Google Meet.
4. Manage projects from one dashboard	It's reasonable to organize all communication projects in one place to smoothly manage workflows. These tools include internal chat as well,	Trello, Asana, Monday.com, Clickup

Source: own elaboration, information extracted from Sharma, V. Ways of Effective Internal Communication.

The following case studies are examples of how some companies successfully have improved their internal communication and have had a meaningful impact on their business³.

Figure 13. Case studies

CASE STUDIES



Source: own elaboration

We have seen the importance of having an internal communication plan and how to create an internal workflow. Moreover, different examples of tools have been highlighted and their main characteristics and functionality. On the other side, the case studies represented practical examples of how the use of an

³ The case studies have been extracted from FirstUP.IO. For further information: <https://firstup.io/blog/internal-communication-examples/>

internal communication plan has achieved positive results, in different areas such as brand identity, time efficiency, and information management.

We have emphasized the creation of Trello due to the accessibility and easy-to-use platform which is more flexible. Now, is time to reflect on what items you want to highlight in Trello to improve your work management and internal communication.



Task (30 min)

1. Watch the [video](#) and create your project management tool with Trello.

To finish with internal communication, to touch and reach the areas it might exist within your workforce, Yeomans et al., (2017) refer to the purposes of having internal channels to:

- ✓ Push out information such as news, company results, or changes to policies and procedures.
- ✓ Allow staff to pull out information as they need it.
- ✓ Benefit understanding because we often want to check what we think we heard or get help to see the personal implications of an announcement from head office.
- ✓ Promote community; helping people feel that they are part of something and perhaps able to seek support or ideas from their colleagues.

Internal communication helps to get a better understanding of what is happening in your workplace. Embracing a trusting community and a collaborative space may help you to build a safe and active workspace.

3. Metrics

3.1 Social media metrics

Before we end our module, we will examine the metrics of social media, in other words, how to measure the numbers of users that are engaged in our communication channels. As we have mentioned before the Key performance metrics provide measurement and insights that might help during your strategy plan. There are different types of metric analysis which we will see in the next unit. The ROI (return on investment) is a performance measure used to evaluate the efficiency or profitability of an investment. ROI tries to measure the amount of return on a particular investment⁴. Regarding social media, our ROI will tend to measure the return on investment from the social media actions carried out.

In social media, there are different indicators to be measured. We highlight the following:⁵:

1. **Numbers of social media followers**, knowing how many users are currently engaged in your social media accounts, is accessible. Thus, it is important to measure how many users you have.
2. **Impressions and Reach**, reach shows the number of unique users that were exposed to your content, while impressions show the number of times your content was displayed to these users (Keyhole). However, each social media has particularities to be aware of. For further exploration on this topic, we suggest you the following [video](#).
3. **Engagement**, shows how social media efforts are engaging your users. Some metrics for monitoring are

- ✓ The numbers of likes, comments, shares, etc.

⁴ Information extracted from: <https://www.investopedia.com/terms/r/returnoninvestment.asp>

⁵ Information extracted from: <https://keyhole.co/blog/9-essential-social-media-metrics-to-monitor/>

- ✓ Click-through rate (CTR): (the number of clicks/ number of impressions. This metric visualizes who clicks your link after seeing the tour post) x 100
- ✓ Engagement rate: (the total of interactions (likes, comments, shared) / the numbers of users who have seen the publication) x100.

4. **Web traffic**, is important to understand which channels are driving the traffic of your users to your website. The longer your users stay, the more likely it is for them to engage with your content, buy a product, or become updated on the latest news of your place.

To start with our social media metrics, we want to keep it simple. First, is necessary to plan and give time to our digital marketing plan. Once it is designed and implemented it is recommendable to measure how our digital interaction is going, especially, on social media. We have seen, how social media represents a predominant tool for implanting our external communication strategy. Now, we want to track our ROI and analyze our time investment and productivity, for that, we have created a template that contains the basics for setting up our first metrics guidelines. Therefore, the expected outcome is to establish a well-grounded measurement of our time investment concerning our communication strategy. Some of the features we have integrated are:

General information:

- ✓ Name of social network
- ✓ Number of posts
- ✓ Number of followers

Specific information.

- ✓ Date of post
- ✓ Types of posts
- ✓ Number of likes

- ✓ N° of comments
- ✓ Highlighted comments
- ✓ Reach users
- ✓ Numbers of impressions (number of people who have seen the post)
- ✓ Engagement (likes, comments, shares, retweets)
- ✓ Other comments

By tracking the performance on your social media accounts, you might be able to understand and have a wider perspective if the content you are publishing is seen and is being interactive. You can use the following metric as an example for your future metric plan. We recommend analyzing your performance now and then, some marketing experts suggest evaluating the performance carried out each from the publication of the content. If the numbers of reach, impressions, and engagement increase, it means your social networks are attracting users and keeping potential users.

General information				
Name of social network		Number of posts	Number of followers	Additional comments
Faceebok		x	x	
Instagram		x	x	
Twitter		x	x	
LinkedIn		x	x	
Specific information				
Date	Type	Reach users	Numbers of impressions	Engagement
x	Story	x	x	x
x	Post	x	x	x
x	Tweet	x	x	x
x		x	x	x

Source: own elaboration

4. Conclusions

Communication 4.0 represents a challenge due to the enormous speed of digital transformation. We have reviewed external communication processes with an emphasis on the digital tools needed to effectively communicate our ideas and reach our target audience, stressing the creation of Twitter, Facebook, LinkedIn, and Instagram. We have also seen the need for a digital marketing strategy that allows us to define our objectives and the subjacent principles that govern any marketing proposal.

On the other hand, we have seen the creation of an internal communication plan, highlighting the most remarkable features and the need for open and fluid communication between employees. We closed our module with a brief approach to social media metrics to evaluate the effectiveness and efficiency of our communication strategies.

In short, we focused on practical creation, promoting a step-by-step vision of development and implementation. We hope this module can contribute to achieving your goals and help you to lead your future communication strategy. Remember that adaptation is a fundamental competence of the creation process and, therefore, we want to encourage you to be updated on the trends of communication 4.0 and to make the most of your efforts.

5. References

Bizhanova, K., Mamyrbekov, A., Umarov, I., Orazymbetova, A., & Khairullaeva, A. (2019). Impact of digital marketing development on entrepreneurship. In *E3S web of conferences* (Vol. 135, p. 04023). EDP Sciences.

Castro, Ixchel; Moreno, Luz Zareth, *El modelo comunicativo*, México: Trillas, 2006

Interaction Design. What are personas? Extracted from:

<https://www.interaction-design.org/literature/topics/personas>

Java, A., Song, X., Finin, T., & Tseng, B. (2007, August). Why we Twitter: understanding microblogging usage and communities. In *Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 workshop on Web mining and social network analysis* (pp. 56-65).

Keyton, J. (2011). *Communication and organizational culture: A key to understanding work experience*. Thousand Oaks, CA: Sage

Kovaitė, K., Šūmakaris, P., & Stankevičienė, J. (2020). Digital communication channels in Industry 4.0 implementation: The role of internal communication. *Management: Journal of Contemporary Management Issues*, 25(1), 171-191.

Lunenburg, F. C. (2010). Communication: The process, barriers, and improving effectiveness. *Schooling*, 1(1), 1-10.

Oropesa, M. P., & Sánchez, X. C. (2016). Motivaciones sociales y psicológicas para usar Instagram. *Communication Papers*, 5(09), 27-36.

Prades, M., & Cabonell, X. Social and psychological Motivations for using Instagram. *Communication Papers Media Literacy & Gender Studies*, 2016.

Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.

Sharma, V. *Ways of Effective Internal Communication*.

Tarabasz, A. (2013). The reevaluation of communication in customer approach—towards marketing 4.0.

Yeomans, L, and FitzPatrick, L (2017) Internal Communication. In: Exploring Public Relations. Pearson Education. ISBN 9781292112183, 1292112182

Links to external resources:

<https://www.lucidchart.com/pages/concept-map>

[How much of communication is nonverbal](#)

[Types of non-verbal communication](#)

<https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>

<https://datareportal.com/reports/digital-2020-global-digital-overview>

<https://www.oberlo.com/statistics/most-popular-social-media-platforms>

<https://www.canva.com/>

[What is Digital Marketing?](#)

<https://smallbiztrends.com/2013/08/what-is-a-hashtag.html>

<http://en.wikipedia.org/wiki/Micro-blogging>

[How to increase engagement and get more followers on Twitter?](#)

<https://www.techsmith.com/blog/make-youtube-video/>

<https://www.facebook.com/business/help/473994396650734?id=939256796236247>

[How does social media influence consumer behaviour?](#)

<https://business.instagram.com/getting-started>

[The Best LinkedIn Marketing Strategy for 2021 | Step by Step](#)

https://www.jobscan.co/linkedin-profile-writing-guide#Tips_and_Tricks

<https://firstup.io/blog/internal-communication-examples/>

<https://www.youtube.com/watch?v=6drUzoeHZkg>

<https://www.youtube.com/watch?v=sXTKhY2uPtY>

<https://www.investopedia.com/terms/r/returnoninvestment.asp>

<https://keyhole.co/blog/9-essential-social-media-metrics-to-monitor/>

<https://locowise.com/blog/spike-on-my-facebook-page>

6. Annexes

6.1 Time duration

Time duration – Module Communication 4.0

Tasks	180 min (3h)
Videos	60 min
Lectures (general content of the module + recommend lectures)	60 min

6.2 List of images and figures

Figure 1. Conceptual map	4
Figure 2. The elements of communication	6
Figure 3. User personas	8
Figure 4. Design your communication	9
Figure 5. Users on social media.....	10
Figure 6. Internal and external communication	12
Figure 7. Social media platforms	13
Figure 8. The evolution of Marketing 1.0 to 3.0	16
Figure 9. Essential steps for Facebook.....	21
Figure 10. Key elements of Instagram.....	24
Figure 11. Steps for creating an Instagram page	25
Figure 12. Ideas for improving internal communication	29
Figure 13. Case studies	30

Quiz

1º) Which was the most popular social media platform in 2021?

(v) Facebook

(x) Instagram

(x) YouTube

(x) Twitter

2º) What is Digital Marketing?

(x) It's a strategy social media marketing uses to interest its user in a digital era.

(x) It's a way of communicating with people-

(x) It's the use of at least three social media profiles.

(V) The use of digital technology to create integrated, targeted, and measurable communication that helps to acquire and retain customers in building deeper relationships with them.

3º) Which of the following elements are part of the communication process?

(x) The sender, the receiver, the message, and the context.

(x) The sender, the receiver, the channel, the noise, the receiver, and the feedback.

(x) The context, the message, the receiver, and the channel.

4º) What was the main objective of Marketing 2.0?

(X) Product-centric

(X) Value-Driven

(V) Customer-oriented

- Explanation: It was a "push and pull" approach, the focus was on what the customer did

5º) What are the benefits of social media marketing in comparison with the traditional marketing approach?

(V) You can evaluate the "engagement" based, for example, on the number of likes your publications have.

(X) The use of social media allows a better communication with your audience.

(X) There are not any benefits or advantages.

6º) Why is important to have an internal communication plan?

(V) Because it allows you to reduce the amount of time wasted while searching for resources, tasks, or other characteristics.

(X) There is no need for having one.

(X) It creates a space where everything is stored.

7º) What is a user persona?

(V) Simulations of people made to emphasize and understand who the target audience is.

(X) User personas are "fictional characters, which you create based upon your research to represent the different user types that might use your service, product, site, or brand in a similar way"

(X) Both are correct

8º) What is ROI?

(V) The ROI is a performance measure used to evaluate the efficiency and profitability of an investment.

(X) ROI is an indicator for counting how many followers we have.

(X) ROI is used to evaluate the number of engagements our social platforms has.

9º) Which of the following are the possible indicators to be measured?

(v) N° of social media followers, impressions, and reach.

(x) Web traffic and number of friends.

(x) engagement, web traffic, and the number of friends.

10°) Which of the following factors motivate people to use Instagram?

(V) Sharing images with different users and belonging to a community.

(X) Saving images.

(X) Posting regularly.