Project IDCAP: Improve Digital Competence in Adult People

Project Number: 2018-1-PL01-KA204-051003

Communication and collaboration

Interacting through digital technologies

Introduction

This module will help you to understand what means communication nowadays. Deliver knowledge about social media (Facebook, blogs, Twitter, Skype). Help you to join internet society. Teach you how to step by step create account on Facebook. It also expain role of phones and computers as a coommunication tool. This module talks about how social media building networks that enhance competitive advantage, enable the exchange of information, foster strong relationships and serve as a foundation of building professional and personal relationships.

In today's world, a person's personality and interests can be easily identified by observing how active he or she is on the various social media platforms, and what they post. Although social media was fundamentally created for connecting people across the world and allowing them to share their thoughts and opinions, these platforms have now become an extensive medium for building businesses and promoting oneself. Social media adds business value by building networks that enhance competitive edge, enable the exchange of information, and foster strong relationships.

1. Internet as a communication tool

The Internet, as a modern medium of social communication, plays in today's times an extremely important role, among others due to the constantly growing number of him users and a wide range of communication options with the surroundings.

The tools that Internet users have at their disposal are constantly expanding. In the era of rapid technical progress, which accompanies many areas of life, the internet medium systematically offers new functionalities desired by users. Possibilities technical, specificity of the Internet, as well as its availability, allow

you to convey a clear and consistent message to a wide range of recipients. The Internet is also an interactive medium that allows its user to return communication with the sender or other recipients, which is his main distinguishing feature on the background other communication media.

2. Social media

In the area of internet communication tools, undoubtedly an important role is currently played by social media, which due to the dynamics of development, nature and scope, functionalities of individual services, and systematic increase in the number of users are an important communication channel with the environment. The term "social media refers to the broadly understood use of internet and mobile technology to transform communication into an interactive dialogue. These are the media used to social interaction in the form of an extensive set of communication tools beyond existing social communication. They appear under many characters, including blogs and microblogs (Twitter, WordPress, Blogger), social networks (Facebook, LinkedIn, MySpace), content services (YouToube, flickr, Instagram, Pinterest), virtual social games (World of Warcraft) and virtual social worlds (Second Life).

One of the largest and most important roles in the world of social media is the social networking site Facebook. Founded in 2004 by Mark Zuckenberg, who as a student at Harvard University, created website thefacebook.com. The portal was initially intended to exchange information between students. Nowadays is the largest, multi-functional and rich in various communication tools social network. According to the Facebook report for 2019, the website already has 2.41 billion active users. About 890 million users visit the portal every day, and over half a billion use it only through smartphones and tablets.

Social media is an extremely dynamic phenomenon: studies show that even in just a few months, the appearance, nature and scope of functionality of individual services offered on social networks can be significant change. The

dynamics of these changes, and thus the pace of development of social networking portals is constantly growing. Applications and services containing complementary terms themselves, are constantly undergoing transformations to finally cover the scope of their functionality. These types of ventures are aimed at maintaining the loyalty of current users at a constant level and acquiring new users by increasing the quality and competitiveness of these social networks.

3. Using online social media

You can use online social media to stay connected with friends, share information, photos and videos and keep up-to-date with your interests. Facebook and Twitter are two of the most popular online social media websites.

How to join Facebook

To join Facebook, you have to create a free account which will be your profile page. This can contain as little or as much information as you want. You can create your account at the [Facebook website](#) (external link opens in a new window / tab).

Go to the Facebook website and click 'Sign Up'. You will see several boxes that require information such as your name and email address. Follow the step-by-step instructions to join.

Profiles can be created using a real name, an alias or nickname, and are often accompanied by a photograph.

Once you've created your profile, you can adjust the privacy settings to specify which details you want to be made public.

You'll need:

- a device with an internet connection

- an email account

Key benefits and features of Facebook are:

- it's free
- your friends and family may have already joined - find them by searching their name or email address
- it can be used by anyone, anywhere, as long as there is internet access
- it is available 24 hours a day so you can contact your relatives in Australia without time zones causing a problem
- its users can share messages, video links, photographs and websites
- it can be used to advertise, plan and manage events
- you can use various privacy settings to decide who can view your page and what they can see

Blogs

'Blog' is short for 'web log'. It's basically an online diary created by someone to record in writing their thoughts, feelings or views on a specific subject or on life in general.

A popular form of blogging is micro-blogging and the most common website used for this is Twitter.

Twitter

Twitter is a social networking site that allows users to comment on news, events and their day to day lives. Known as 'microblogging', these comments – 'tweets' – have to be very short. Each entry can be no more than 140 characters long.

A tweet can consist of almost anything – your thoughts, a link to a website, a picture, a video, other people's comments, replies to others' comments – as long as it stays within the 140-character limit.

To be able to tweet, you must have a user account.

You'll need:

- a device that's connected to the internet
- an email account

Go to the Twitter website (external link opens in a new window / tab) and you will see a sign-up form on the homepage

Follow the step by step instructions to set up a Twitter account.

Key benefits and features

- Twitter is free to use and anyone, anywhere in the world can join
- users can choose to follow tweets shared by experts, politicians, authors and celebrities
- users can share comments from other people by 'retweeting' them to their own followers

Privacy

You can stay private on Twitter, by using an alias or nickname, or by adjusting your privacy settings so that anyone wishing to follow you must request the right to do so.

Skype

Skype is an application that allows you to make voice calls over the internet. It is the most popular voice communication service in the world.

Calls to other users with the Skype service are currently free and if your IT device has a built in camera or webcam, you will be able to see the person at the other end (video call), providing they also have a camera or webcam.

If you use Skype, you pay nothing more than the monthly internet service.

Skype mixes voice and instant messaging into one application - talk when you want and type when you want, and seamlessly switch between the two as you wish.

Skype also provides presence information in a very practical way. Presence is the availability and willingness of a person to communicate. For instance, if you find someone online ready to communicate, then there is presence. Skype allows you to know if a person is offline or when they are available to communicate so you can log back in at that time.

People use Skype mainly for the high quality of voice it offers and because it is free. Skype is extremely useful for communicating with family, friends and loved ones around the world.

To use Skype, you need:

- an IT device with a good internet connection, preferably broadband
- a built in camera or a webcam (although you can still make voice calls without one) – this is a small camera that connects to your computer through a USB port - many computers, especially laptops, have a webcam already built in.
- sound - make sure your sound card is working properly
- speakers and a microphone – many computers will have these built in and webcams often come equipped with microphones. Alternatively, headphones and microphone headsets can be bought at a reasonable price
- the Skype software, which is freely downloadable from www.skype.com
- one or more people to communicate with - they need to be Skype users as well if you want to use the free service

Calls on Skype are free only if the two (or more) communicating parties are using a Skype-compatible device and are using the Skype service over the internet.

4. Phone as a tool of communication

Communication has come a long way since Alexander Graham Bell made the first phone call in 1876. Today, because of cellular phones, your phone can go with you, which allows for constant communication in ways that Bell probably never considered in his wildest dreams.

To understand the role of cell phones in communication today, a little history helps set the context. After Graham Bell invented the wired telephone, telephone wires were installed throughout the country. The vast network of wires meant that telephones could be installed nearly anywhere.

But these landlines called for phones to be in fixed locations. For the next 115 years, phone communication typically meant you had to go to your phone. Whether at home, at work, or in public, your phone could travel only as far as the cord could take you. Even cordless phones, when they became popular in the 1980s, couldn't stray too far from the wired signal at the base.

Wireless phones have their roots in hand-held radio receivers used in World War II. Many companies tried to translate the technology into portable phones. But it wasn't until 1973 that a Motorola researcher used cellular-based technology to make the first such call.

That early cellular phone weighed more than 2 pounds and was rather bulky.

The first 1G analog cellular network arrived in Tokyo in 1979, and spread to several countries in Europe in 1981. It wasn't exactly private – anyone with a scanner could eavesdrop. But mobile phones had arrived.

In 1983, Motorola released its phone into the marketplace. It provided up to 30 minutes of talk time – and cost $3,995.

The first 2G cellular networks arose in the 1990s, along with digital transmission. Digital quickly outpaced analog, because it provided improved security and faster connections.

The first text messages were on 2G, which allowed for basic SMS communication. The first text message was sent in 1993 in Finland.

That same year, the first smartphone was launched. Made by IBM, it was called the IBM Simon. This personal communicator, as it was called, sold for $899 with a two-year contract, or $1,099, without a contract.

It had a calendar, address book, clock, notepad, keyboard, touchscreen and email capability.

In the 1990s, cell phones came into common usage. More and more people began buying the phones, which got smaller and smaller. The bulky 2-plus-pound box of the 1980s gave way to the hand-sized devices of the 1990s.

Many of these looked like handheld radios, with Touch Tone-style phone pads and tiny screens that allowed you to send texts.

Phones and Internet Access

With more and more people getting cellular-based phones, people were accessible. But at the same time, another computer-based technology was taking hold in society: the internet.

Using desktop computers, people could send email and look up information. Between cell phones and the internet, a whole new way of communication was taking root in the 1990s.

As the millennium approached, so many people had mobile phones that 2G networks couldn't keep up. The first 3G network started in Tokyo in 2001. This meant that not only could people call, send emails and check the internet with their phones, they could also stream videos and music.

Still, even by 2007, only one in 10 mobile phone users had adopted 3G to communicate. The rest were still using their flip-phones or phones that offered a slide-out keyboard, much as they had in the 1990s. They were talking, texting, and checking email. They were using a limited amount of internet.

Research in Motion's BlackBerry updated the fast-improving flip-phone screens. Clear, colour pictures made phone screens in the BlackBerry and other flip-phones more appealing. The BlackBerry 7270, with WiFi, introduced in 2005, made it possible to connect to the internet via WiFi in homes, offices and other public places. The BlackBerry became a vital part of communication for many business people in the middle of the first decade of the 21st century.

In 2007, Apple introduced the iPhone. Suddenly, smartphone communication provided a much larger screen, with a keyboard that only appeared when you needed it. The touchscreen came out later in 2007.

Lots of businesses expected the iPhone to remain a niche device, but its popularity was only just beginning. The iconic "Hello" ad showed TV and movie stars through the years answering phones. The technology changed, but the greeting stayed the same.

That ad shows the effect of the telephone on communication, and indicates how the smartphone is just one more step in the advancement of communication technology.

The mobile phone, whether iPhone, Android, Samsung or any one of a number of other brands, changed the way people communicate. Today, there are almost as many mobile phones on earth as there are people.

Telephones served as a way to stay in touch throughout the 20th century. As the 21st century dawned and people got mobile phones, cell phones continued to be the way people stay in touch. But along with staying in touch, cell phones have become a way for people to escape their current reality.

If you can't go to a party, you can check your phone and see what's happening via Facebook. If you're on vacation, you can stay in touch with your boss via cell

phone. If you can't go to a meeting in person, you may be able to join in with FaceTime.

But are cell phones changing the way people converse face to face? A Virginia Tech study of coffee shop users showed most people kept their phones in front of them while sitting at the table, and checked them every three to five minutes.

The study found that conversations with those who checked their phones while talking were less fulfilling than with those who did not check their phones.

When participants were grouped and given a topic to discuss for 10 minutes, phones were checked in 29 out of 100 groups. In those conversations, participants reported that they felt less fulfilled and had less empathy for the other person, even when adjusting for outside factors.

Another finding was that cell phone usage during interactions had an even bigger negative effect on close friends than casual friends.

According to many experts, people are social, whether they're online or meeting people in real life. Cell phones do, however, through social media, help some shy people increase their social interactions. For some shy people, social media provides the first step on the way to meeting people face to face.

But for others, it's a substitute for real-life interactions. Getting dozens of likes on Facebook isn't the same as having a conversation with even one of those people.

Cell phones have transformed the workplace. Cell phones make it easier for employees to stay in touch with their loved ones and friends while at work. It's easy to send a quick text message in a workplace that once monitored personal calls.

When meetings go long, employees can check their phones for important emails. But studies show that workplaces that encourage face-to-face conversation are more productive and more collaborative. So - cell phones are good and bad for the workplace.

A Samsung study showed that business leaders found their companies gained an average of 58 minutes of work time each day thanks to smartphone use. Also, productivity went up by 34 percent.

Some of this is because of apps. Slack, an app that allows people to communicate quickly and waste less time, is one productivity boost. Also, employees who use their own devices help companies lower a company's IT costs.

Cell phones increase distractions for people at work. A 2016 CareerBuilder survey of 2,000 hiring managers and 3,000 full-time employees found that 19 percent of employers believe employees are productive for less than five hours a day.

Many employers think their employees are texting and using their phones for non-work-related tasks. Ten percent of employees felt that smartphones lowered work productivity, while 66 percent used their phones several times a day. The study concluded that most people may not even recognize how distracted they are by their smartphones.

Cell phones are also more vulnerable to outside security threats, potentially allowing hackers to gain access to essential company files, servers and programs.

Cell phones allow people to multitask. But multitasking may actually make people less productive. When waiting – in line, in traffic, for a doctor's appointment – many people used to think, meditate, read a magazine or talk to other people.

Phones allow people to instead check their messages, their Facebook pages, their Twitter feeds. Phones allow people to keep up with the latest in news, weather and sports.

Most of the time, that's a good thing. But for those who can't be without their phones, even for a few moments, cell phone usage can interrupt your

concentration. Most millennials open texts within 90 seconds of the time they are received.

Texting while driving is one of the most dangerous things drivers can do, and it was responsible for 8.5 percent of all traffic fatalities in 2017, according to the National Transportation Safety Board.

Cell phones today allow people to connect in ways they couldn't when landlines ruled the telecommunications world. They allow grandparents who don't live nearby to not only talk to, but interact face to face, with their grandchildren.

They allow you to bank, shop and measure your daily fitness output. You can measure your sleep rhythms. You can use an app as a personal trainer, reminding you not only to do your workout, but when to do it.

Your cell phone can remind you of all your appointments with the touch of a finger. You can use it to guide you to places instead of stopping to ask for directions.

Groups of people can connect via cell phone. A researcher at Michigan State University says cell phones allow people to maintain ties with people when they're separated by geography.

It's a way for people in sparsely populated areas to connect with each other. It's a way for people to stay informed.

Political movements have begun and been spread via cell phone. Journalists are able to use their smartphones to broadcast up-to-the-minute observations of news in real time.

Live streaming has allowed people from all walks of life to showcase their work, their art, their music. Apps help protesters and others in large crowds to connect.

Cell phones combine phone technology with computer technology, and the pairing has made an unprecedented amount of information available to humans

all over the world. Many people spend nearly every waking hour connected to devices that are still increasing in capability.

5. Computer in communication

Computers play a big role in corporate communications, with ways of communicating with computers including email, instant messaging, videoconferencing and more. While the size and nature of your business will determine how much you use computers in your company's communications, you should know how you could take advantage of technology to improve your company's bottom line.

Almost any business, small or large, needs to use computers to communicate nowadays. Customers expect to be able to find information about a business online and communicate via email. Many businesses now use instant messaging tools like Slack internally to coordinate inside and outside the office.

Social media, accessible through a computer or a smart phone, has also become a major tool for communicating with customers and the public. Many businesses find it valuable to maintain presences on Facebook, Twitter, Instagram or other platforms.

Pretty much any modern business needs to use email to communicate internally and externally. Whether you install your own email server or allow an email vendor to host your corporate email traffic, this is probably still the primary application of a computer in communication among companies.

If you plan to send and receive confidential documents via email, implement digital signatures and encryption. If you implement your own email server, configure it to filter spam and quarantine questionable email. These steps will go a long way to protecting your company from malware embedded in spam email.

Setting Up Social Media

Consider setting up business pages on Facebook and business accounts on Twitter and Instagram. These platforms allow you to announce sales and offers to customers and give customers a way to reach you.

You'll likely want to monitor your social accounts on a regular basis to see who's trying to reach you and address any publicly posted customer feedback.

Create a Web presence for your company through wn website. This is one of the premier ways to communicate your services to potential customers. The days of looking up a business in the paper edition of the Yellow Pages are mostly gone, and most people look for services and products first on the Internet. Optimize your site with search engine optimization, or SEO, to get a higher ranking with the search engines.

6. E-mail as a communication tool

Email has been called the dinosaur of the world of technology, competing only with MS-DOS for that dubious honour. However, it remains in use even today not just as an option but as a default for all important communication in an organization. Every day, millions of business emails are sent from a variety of senders to a variety of recipients: team members, bosses, stakeholders, HR, finance, suppliers, customers — you name it. Emails have become such an integral part of work life that "email" itself has become a task scheduled on employee calendars for focused attention! But that's another discussion.

Traditionally, email has been positioned as an immediate, productive, low-cost communication and collaboration tool. Today, there are many alternatives for the same: Slack and Microsoft Teams are in a pitched battle for office collaboration and communications, but there is also Workplace, Ryver, Skype for Business, Zoho, and more. Still, email dominates as the tool for all important conversations. What is so appealing about email? Did we just get used to the idea of email as a communication tool over the years, or is there more merit to

this dinosaur? Let's look at the various reasons why email is still leading the form of businesses communication.

Ubiquitous

The first and the biggest reason in favor of emails is its commonplaceness. Everyone uses email. It is next to impossible to find anyone these days without at least one email account. This makes it a must-have for modern businesses to reach, and even for other business needs such as targeting, soliciting, and marketing.

Immediate and nonintrusive

While the infamous "tap on the shoulder" may not be as common today because workplaces are evolving to become location agnostic, emails have effectively replaced those taps with sounds of instant communication notifications. Emails are immediate yet nonintrusive. It gives the receiver time to respond, shows respect for his or her time and the task at hand that the receiver may be focusing on. These are important aspects of a productive work environment enabling focused work while still keeping in touch with the information flow. With emails, notifications can also be set to show only critical messages.

Permanent and organized log

Email is almost next to permanent if the right features of storage are used. The most useful feature of email, in my opinion, is being able to record and organize by topic. This clearly distinguishes email as an effective communication tool. All related communication on one topic can be organized in one conversation thread. In a world full of noise, this is a very important productivity tool. You need not scroll unnecessarily to find the right piece of information, you just need to search through the right email thread. If there are multiple threads with several duplicates and folders, the cleanup tool within an email service helps clean up the inbox. And one other email feature that's available on Outlook, Gmail, and others is "Ignore." Yes, you can ignore an entire conversation if it's not relevant to you. Ignore and stay focused.

Transparency and accountability

In the official context, sometimes communication is not enough. It is equally important to establish a time of communication and the origin of the communication. Email becomes a critical tool to establish transparency and accountability.

Security and encrypted emails - Email provides a secure environment to communication, which is a critical requirement for organizations. There are several next-gen security solutions available today that use a multilayer defense strategy to protect email communication. Email security also enables an organization to customize its own criteria and filters for secure communication, depending on the needs of business. There are also advanced settings available for increased security. Emails can be cryptographically signed, and text and attachments can be encrypted so that only the intended recipient can open them. Email for marketing communication with all the millions of volumes of newsletters and marketing emails, this one seems like an obvious, obsolete piece of information. But in the current social media-crazy world, McKinsey reports that email is 40 times more effective than Facebook and Twitter combined to help businesses find new customers. Email is a place most people visit every day. Hence, it is the most cost-effective way to get noticed!

Broadcast

All you need is an email ID and you can communicate any relevant information. This comes in handy when working in a wider cross-functional team with smaller, core teams focusing on critical pieces.

Managing time and organizing better meetings

Calendars have become an integral feature of email services, which shows the usefulness of the calendar functionality for communication. Meetings can be scheduled while looking up the availability of the attendees on the integrated calendar. Meetings can be made more contextual by linking the relevant email communications and attaching the right files to the meetings.

Various meeting tools such as Webex, Zoom, and Skype, available as extensions to email services, enable organizations to have better meetings. The usefulness of meetings can also be assessed by tracking responses and the relevant information (files, images, etc.) can remain within the invited circle.

Managing time zones

In today's multiple work locations, managing time zones is a task in itself. Calendars integrated with emails allow multiple time zones across different locations to collaborate for effective planning, meetings, and brainstorming sessions.

Delegate while you travel the world

Standard email services allow you to assign tasks straight from an incoming email. Progress made on tasks delegated can be tracked and followed up. And if you are going to be on vacation, your role in the organization can still remain active. While the auto-response is a basic feature, email and calendar management can be temporarily granted to someone else by a few clicks in advanced settings.

Get organized and automate

When millions of emails are shared every day, it is implied that hundreds of them land in individual inboxes. Rules can be created to better organize emails into folders for appropriate prioritization and action. Regular tasks such as forwarding certain information to a certain group of people and inviting a group of recipients to a meeting can be automated.

And a zillion small things why email communication is here to stay

If the above list is not comprehensive enough, there are a zillion of small reasons that make email the most trusted communication tool for companies. Example: If you want to share specific information at a specific time in the future, you can write a message to be delivered at a future date. In some cases,

you can "undo" a sent message and avoid unwanted consequences. You can track who is reading your emails by requesting "read receipts" and thus plan for effective communication. And with AI-enabled responses, you can be super-efficient and choose your response with just one click: "Working on it now," "That sounds good," "Wednesday is perfect timing."

When Ray Tomlinson invented the email in 1972, little did he know that it would be the start of one of the most widely used communication tools in human history. Today, the email is perhaps the most popular communication channel in the corporate world. Everyone in an organization typically has an email address, from the company president down to the lowest ranking employee. Part of the popularity of the email may be attributed to its strengths as a communication tool, such as:

1. It's free. Obviously, companies assign email addresses to their employees for free. And even outside the business world, signing up or creating an email account won't cost you a penny.

2. Reference is easy. Organizing emails is a lot easier than paper. You can store email messages and attachments safely, logically, and reliably.

3. It's easy to use. Once you have created an email account, you can start sending and receiving email messages. You can also access data storage and contacts quickly and easily.

4. Sending is quick. You can send a message within a click of the mouse. It's no surprise that companies use email alert system to relay information that need to be disseminated quickly like important announcements and office orders.

5. It's global. Anyone can access their email inboxes anywhere in the world, as long as they have a computer or mobile device that can connect to the internet.
6. It's environment friendly. The email has replaced traditional snail mail as the preferred means of communications in the corporate world, and outside of it for

that matter. That indicates tons and tons of paper conserved because of the decreased demand for snail mail.

7. It's versatile. The email can be used in multiple ways. It has proven to be an effective advertising and promotional medium. Companies use it to promote a product or service. Inside an organization, email alert system is being used to relay time-sensitive notifications such as event reminders.

Electronic mail or 'email' is a quick way of sending messages to people anywhere in the world using IT devices. You send an email to another person's email address. You can also send an attachment, for example, a file or photos with your message.

Email address

An email address such as james@email.co.uk is made up of the following parts:

- username - james is the person's name or username
- the '@' stands for the word 'at' and means that they are connected to the email.co.uk part of the address
- after the '@' is the name of the place where the person works or the provider of the person's email address
- 'host name' comes after the @ sign, similar to a postal address
- '.uk' shows that the email address is for someone in the United Kingdom

Sending and receiving email

An email has the following features:

- 'To' - an 'address bar' where you put the email address
- 'Cc' - if you want to copy other people into the message
- 'Subject' - a 'subject bar' is the title of your message, where you write what your email is about
- the 'main body' of your email where you write your message

You can tell that an email is new or unopened as it will appear in bold. You can see who the email is from and the subject of it. You open an email by clicking twice on it, for example, in the subject line. Once an email is open you can reply to it by clicking on the 'reply' button:

- this will open a new email
- the address will already be completed as you are replying to the email
- the subject line will be completed and will start with 'Re':
- you type your message in the main body of the page
- you send by clicking the 'send' button

To create a new email you click the 'new' button,type the email address in the address bar and a subject in the subject bar,type your message and then press 'send'

Setting up an email account

There are various free email providers such as 'Google', 'Hotmail' and 'Yahoo!' Mail'. Setting up an internet email account means you can use it anywhere in the world

Creating a Yahoo mail account

Step 1

- log onto the internet ('start' – 'all programs' - internet explorer')

- enter www.yahoo.com into the address bar

Step2

- the Yahoo page should be open
- click on 'mail' and 'create a new account'

Step 3

- follow the onscreen instructions to create an account
- you will need to enter some information about yourself

Step 4

- create a password between eight and 32 characters - passwords should contain upper and lower case letters and numbers - this is known as a strong password which is harder for someone else to guess
- if you forget your password, the account provider can send information to a mobile phone help you
- click 'create account'

Summary

In conclusion, communication nowadays changed a lot. The traditional method of human communication is becoming less and less used. Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram,Snapchat, YouTube and Vimeo accounts. There is no way back we have to follow those trends. Even e-mails began to be old-fashioned. To follow new trends we need to use phones and computers, otherwise one day we will feel excluded from society.

Bibliography

- Go ON NI make getteing online easier (2019, November 19) in Irish Goverment Service, https://www.nidirect.gov.uk/articles/email-internet-and-social-media

- Vdovin, A. (2017 September 17). Strengths and Weaknesses of Email as a Communication Tool. Purdue University. https://www.alert-software.com/blog/strengths-and-weaknesses-of-email-as-a-communication-tool

- Twain T. (2019 May 13). Why email is still the leading communication tool for businesses. TechGenix http://techgenix.com/email-communication/

- Gardner K. (2019 April 15). What Is the Role of the Cell Phone in Communication Today?. Chron. https://smallbusiness.chron.com/role-cell-phone-communication-today-31479.html

- Social Media Overview (2018 January 21) in Tufts University .https://communications.tufts.edu/marketing-and-branding/social-media-overview/

- Goswami M. (2019 May 12). Internet Communication: Social Media, Email, Blog, & Chat. Study.com https://study.com/academy/lesson/internet-communication-twitter-email-im-blogging-rss-newsgroups.html