

25 Tools & Tips of Electronic Communications

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VP and Chief Marketing Officer

Session Goals

- Communicate more effectively and efficiently with tools you probably have at your disposal
- Motivate your audience to act through the tone and style of your communications
- Know the latest in eCommunications to stay on top of trends and reach different levels of your audience

Session Topics

- Office is your friend
 - Templates
 - Styles and Formatting
 - Online Resources
- Design basics
- Newsletter strategy
- Mail Merge
- eEtiquette
- LinkedIn, Facebook, and MySpace oh my!

A Bit About Your Facilitator

- More than 15 years experience in integrated, global marketing
- Technology
- Consumer packaging
- Association work for the last 6 years
 - Building integrated marketing plans
 - Utilizing communications on extremely small budgets

Electronic Communications Defined

- Fax
- Phone
- Office Documents
- Email
- Web Sites
- Social Networking
- Video/YouTube
- Audio/Podcasting
- Online meetings – webinars
- eZines
- Text messaging
- Chats

Microsoft Office

1. Tutorials
2. Templates
3. Design

#1 Tutorials & Training

- <http://office.microsoft.com/en-us/training/default.aspx>
- Or microsoft.com and then click on Help and How to.

The screenshot displays the Microsoft Office Training website. The left sidebar contains a navigation menu with sections: Training (with links to Training Home, Training Courses by Version, and Other Training Resources), Other Learning Resources, Support and Feedback, Additional Resources, and Try or Buy Office. The main content area features a breadcrumb trail 'Home > Help and How-to', a heading 'Free self-paced training courses for Office programs', and a featured article 'Check spelling and grammar in another language'. Below this are sections for 'Office 2007 training courses' and 'Office 2003 training courses', each with a 'Browse by program' list. The bottom section is titled 'Other Office training resources'.

Training

- » Training Home
- Training Courses by Version**
 - » Office 2007 courses
 - » Office 2003 courses
- Other Training Resources**
 - » Office Training Roadmaps
 - » Office 2007 User Interface Guides
 - » Downloadable training presentations
 - » Office Demos
 - » Office Webcasts and Podcasts
 - » Training Site Help
- Other Learning Resources**
 - » Microsoft Learning
 - » Microsoft Office Certification
 - » Third-Party Courses
- Support and Feedback**
 - » Product Support
 - » Send Us Your Comments
- Additional Resources**
 - » For Small Businesses
 - » Office Marketplace
- Try or Buy Office**
 - » Try Office
 - » Buy Office

Home > Help and How-to

Free self-paced training courses for Office programs

Check spelling and grammar in another language

Do you ever need to use another language when you're responding to a letter or an e-mail? This course will show you how to use the spelling and grammar checker in such a situation. You'll work in a Word 2007 document that has text in four different languages.

Office 2007 training courses

Browse by program

- Access 2007
- Communicator 2007
- Excel 2007
- Live Meeting 2007
- OneNote 2007
- Outlook 2007
- PerformancePoint Server 2007
- PowerPoint 2007
- Project 2007
- Publisher 2007
- SharePoint Server 2007
- Visio 2007
- Word 2007

Office 2003 training courses

Browse by program

- Access 2003
- Excel 2003
- FrontPage 2003
- InfoPath 2003
- OneNote 2003
- Outlook 2003
- PowerPoint 2003
- Project 2003
- Publisher 2003
- Visio 2003
- Word 2003

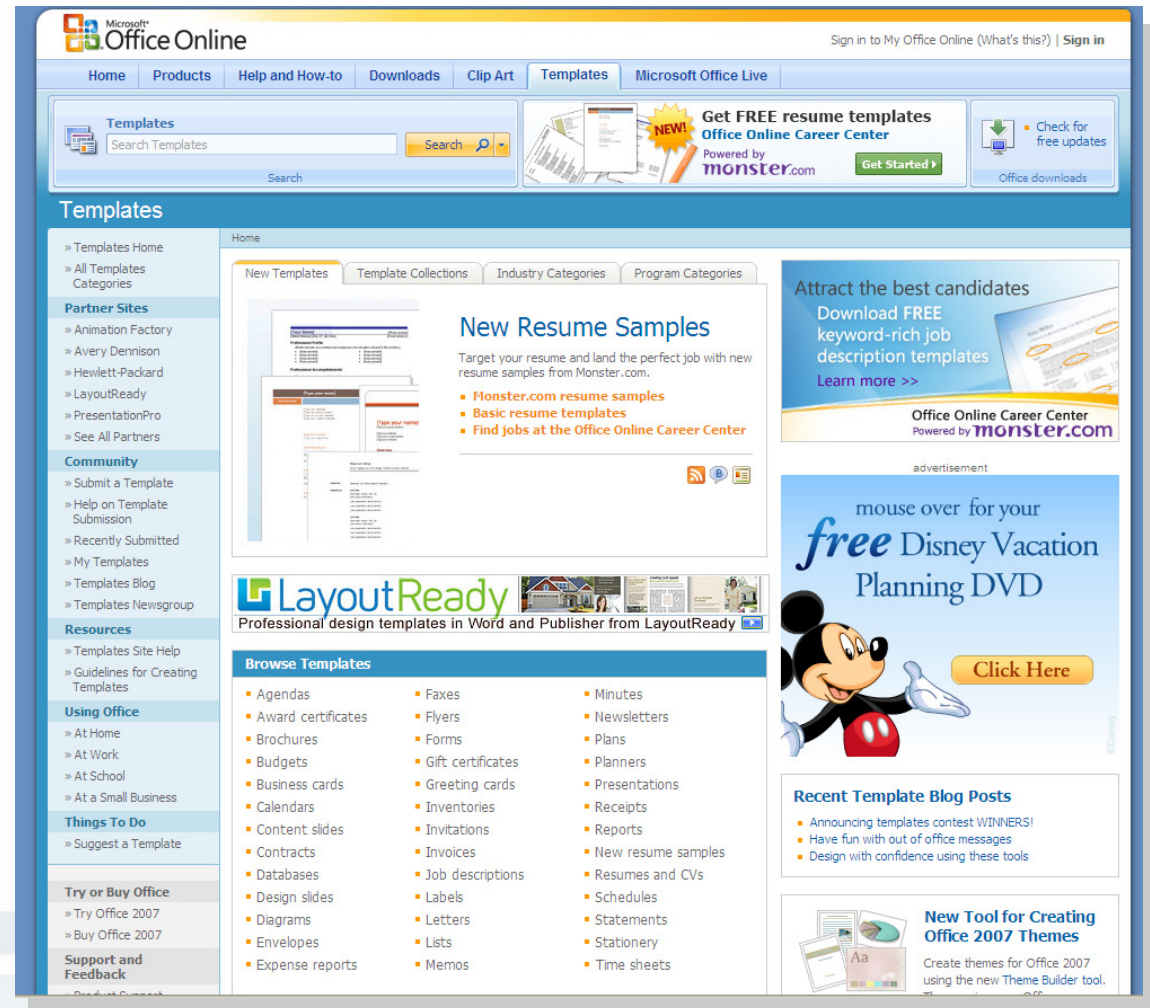
Other Office training resources

More great ways to learn to use Microsoft Office programs

- Getting started with Office 2007
- Follow Office Training Roadmaps
- Watch Office Demos
- Download training presentations about

#2 Templates

- Go to www.microsoft.com
- Click on the drop down Office
- Click on Office templates at the bottom



Templates cont'd



Membership

Templates to help build groups and reference information.

- Membership Application Form
- Club membership card
- Membership database
- Member directory
- More membership templates



Fundraising

Tools to create, track, and respond to funding.

- Fundraising project proposal
- Raffle ticket
- Charitable contributions database
- Fundraising thank you letter
- More fundraising templates



Organization

Systems to facilitate group structures and finance.

- Proposal for small business or organization
- Complex organization chart
- Start-up capital estimate
- Business account ledger
- More finance templates



Communication

Methods to relay important messages professionally.

- Petition
- Conversation call tracker
- Press release (Professional design)
- Press release (E-mail message)
- Letter to legislator urging action
- Freedom of Information Act request

Non-profit Image Collections



World



Family



Borders



Hands

More Templates for Communication and Interaction

Posted Announcements

- Posters
- Signs
- Flyer with tear-off tabs and art
- More Flyers

Newsletters & Subscriptions

- Newsletters
- Magazine subscription and membership tracker
- Subscriptions

Directories & Agendas

- Directory of community services
- Community meeting agenda
- Meetings and Agendas

Questionnaires

- Target audience profiling questionnaire
- Questionnaires

#3 Design

Tile Roofing Institute Fall Forum

November 10, 2009
Doubletree Resort Orlando - International Drive
Orlando, FL

TILE ROOFING INSTITUTE

INTERNATIONAL PLAZA
RESORT & SPA

THE ONLY ROOFING SHOW DEDICATED TO THE ADVANCEMENT OF ROOF TILE

The Tile Roofing Institute is extremely aware of the difficulties you are facing in today's tough housing market. You need new strategies for adjusting to today's environment. TRI's Fall Forum can help.

Schedule at a glance

TUESDAY, November 10, 2009

7:30AM - 8:30AM	Registration, Continental Breakfast & Product Showcase
8:30AM - 4:30PM	FRSA/TRI Florida CEU Installer Certification
9:00AM - 9:00AM	State of the Institute Brian Austin/Chairman, TRI
9:00AM - 10:00AM	Forthcoming Changes to 5th Edition Installation Manual
10:00AM - 10:15AM	Break
10:15AM - 10:45AM	TRI Technical, Marketing, & Training Update
10:45AM - 12:15PM	Economic Forecast Christopher Thornburg, Beacon Economics
12:15PM - 1:30PM	FRSA & TRI Working Together David Cummings & Lisa Pate
1:30PM - 1:30PM	Lunch & Product Showcase
1:30PM - 2:30PM	Why You Should Do Business With Us
	TRI's speed building rapid fire event
2:30PM - 5:00PM	Afternoon Session: Choices
2:30PM - 4:15PM	Underlayment Overview
	or FIU Wall of Wind Update
3:15PM - 3:30PM	Break
3:30PM - 4:15PM	Hip and Ridge Attachment
	or FFBL Using the Energy Options Rebate Program
4:15PM - 5:00PM	Fastening Overview
	or Sealed & Unsealed system, Battens vs. Direct Deck & the Appropriate Flashing Details
5:00PM - 7:00PM	Reception & Product Showcase

Tile Roofing Institute | 230 E Ohio St, Suite 400 | Chicago, IL 60611 | P 312.670

TRI Fall Forum Hotel Information & Registration Form

HOTEL INFORMATION

Doubletree Resort Orlando - International Drive
Orlando, FL 32821

The Tile Roofing Institute has secured a limited amount of rooms at a discounted rate for the Fall Forum of \$99 per night for both single and double rooms. All reservations must be made to the hotel by October 14, 2009. After October 17th or once the room block is full reservations will be accepted on a space and rate available basis.

To make your reservation call the Hotel's Reservation Department at 800.327.0363. In order to receive the special group guestroom rate, you must identify yourself as attending the Tile Roofing Institute function.

All reservation requests must be guaranteed and accompanied with a deposit in the amount of the first night's room and tax. The deposit can be in the form of a credit card, cash, or check.

PRODUCT SHOWCASE

The 2009 TRI Fall Forum will feature exhibiting booths of the leading manufacturers and suppliers of tile roofing products, accessories and services - new, updated, time-tested, or undiscovered - all worthy of your inspection up close and personal.

PAST & SCHEDULED EXHIBITORS INCLUDE

SHOWCASE EXHIBITS & SPONSORSHIPS

All TRI sponsors are recognized in all program materials, on the large screen during the conference and with special signage.

Product Showcase - Includes tabletop exhibit at lunch and reception

- Member \$175
- Non-Member \$275

Meal Sponsorships - Includes 5 minute talk and signage

- Luncheon Sponsor \$1000
- Reception Sponsor \$1000

Name _____

First Name for Badge _____ (Is this your first TRI Forum?)

Title _____

Company _____

Street Address _____

City _____ **State/Province** _____ **Zip/Postal Code** _____

Office Phone _____ **Cell Phone** _____ **Fax** _____

Email Address _____

The following fees include the respective programs and conference listed herein, continental breakfast, lunch and reception on Tuesday, and all conference materials.

I WISH TO REGISTER FOR:

TRI's Fall Industry Forum

☐ Speaker Sessions	1 NO Member \$399	Non-Member \$399	TOTAL First Attendee \$ _____ = \$ _____
	3 (\$37 each add'l attendee)	3 (\$37 each add'l attendee)	3 (\$37 each add'l attendee) = \$ _____

☐ Installer Certification \$199 \$299 \$ _____

TOTAL FEES including Product Showcase or any sponsorships above \$ _____

PAYMENT OF FEES - All registrations must be accompanied with payment.

☐ Check (payable to Tile Roofing Institute) ☐ Visa ☐ MasterCard ☐ Amex

Card Number _____ **Expiration** _____ / _____

Cardholder Name _____

Authorized Signature _____

Refund Policy

Full registration will be refunded, less a \$25 processing fee, if you receive written notification on or before October 11, 2009. Two refunds will be granted after this date; however, substitutions are welcome. If you require special assistance, please call TRI at 312.670.4111.

TRI Installer Certification

Program for Moderate Climates

Who should attend:
Entry level installers, or more experienced installers of other materials such as asphalt who want to expand their skill into tile. This course can also be used as a refresher for consultants, inspectors, and those on the roof that want to stay up to date on codes and proper procedures.

Installation Training • **Certification** • **Industry Recognition** • **Lead Generation** • **Business Growth**

10 Reasons for TRI Installer Certification

- Learn industry guidelines. Learn how to install or extend industry guidelines.
- Reduce cost. What you learn will help you reduce or eliminate costly call backs.
- National promotion. TRI promotes certified tile roofing installers in its literature, Web site and videos.
- Promote promotion. Many TRI manufacturers maintain programs using a certified installer to the general public.
- Meet customer expectations. Today's consumer can more sophisticated and demanding. They expect only the best, including the roofing installer, to have trade certification.
- Meet design/contractor expectations. Design professionals specify installation by TRI. Certified tile roofing installer.
- Benefit your bottom line. Professional installers will show you how to increase your bottom line through greater efficiency.
- Evaluation process. TRI developed guidelines to help installers rate their company's performance in all areas such as workmanship, efficiency, best practices and code compliance.
- Dispute resolution. Adherence to TRI guidelines means you have the weight of industry-based recommendations on your side in the event of a dispute.
- Justify your price. Demonstrate to your customer that you are installing the roofing system consistent with industry guidelines to support your pricing and explain why it may be slightly higher than your competition.

About the Program

This informative one day course is designed to enhance the knowledge of individuals involved in the construction and installation of tile roofing systems. The following is the program curriculum:

7:30 AM	Registration open and continental breakfast
8:00 AM	TRI Orientation and Welcome
8:15 AM	INTRODUCTION TO TRI INSTALLER MANUAL for Moderate Climate Regions - material specifications, and general information
	Roof Preparation - deck, underlayment, base flashing, roof layout
	Tile Installation - roof loading, field tile installation, eave options, cap flashing, eave flashing
11:30 AM	LUNCH
12:30 PM	Tile Installation - valleys, hip & ridge, vents
	Specialty Conditions - slope changes, repairs, pre-engineered systems, high-wind
3:00 PM	TEST
3:30 PM	TEST Results available with temporary certification cards for those who passed

Why Should You Attend?

Knowledge - Industry professionals share industry guidelines, practices and advances applicable to the construction and installation of tile roofing systems.

Recognition - Certificates of Completion will be awarded to all individuals who successfully complete the course and pass the written examination.

Promotion - Tile roofing installer training and certification can be a powerful marketing tool for your business by further establishing your credibility as a knowledgeable contractor. Your company will gain greater awareness and leads through TRI's Web site listing and referral database.

Ongoing support - TRI reinforces your knowledge by making available the latest technical literature, guide specifications, and industry advancements.

Why a Certification Program?

Several thousand companies throughout North America engage in the installation of tile roofing systems and your company may be one of them. To improve and diversify your company's roofing services, the TRI Installer Certification Program imparts the requisite knowledge, experience and industry guidelines required to build tile roofing systems.

Basic Design Rules

- Limit your fonts – 2 per piece
- Be consistent in how you stress words
- Color choices – keep in palette families
 - Earth tones
 - Primaries
- Group graphics and copy in simplistic ways
- Appropriate text and background colors
 - Ideally light background with dark text
 - Be careful with color if you go the other way
- Know your audience

eNewsletters

4. Define your goals for the newsletter
5. Communicate What Your Newsletter is About to Potential Subscribers
6. Establish a Voice and Have Consistency
7. Build Value
8. Scannable Content
9. Track Results
10. Subject Lines and Opening Lines Matter
11. Personalization

Examples



#12 Mail Merge

- In any mail merge, you'll deal with three different elements:
 1. The main document that you start with.
 2. Recipient information, such as each person's name and address that you want to merge with the main document.
 3. The finished documents, which include the information in the main document plus each recipient's unique information.
- Understanding these elements will help you get the merge results you want and expect.

Mail Merge cont'd

- The main document can be a letter, envelope, e-mail, or even a coupon. It contains:
 - Content that is identical in each copy, such as the main body text of a form letter. You only have to type this text once, regardless of how many letters you intend to print.
 - Placeholders for each recipient's information. For example, in a form letter, the address block and greeting name would be unique in each copy.

Mail Merge cont'd

	A	B	C
1	First Name	Last Name	Street Address
2	Nancy	Anderson	123 Main St.
3	Ann	Beebe	567 Country Rd.
4			
5			
6			
7			
8			

Nancy Anderson
123 Main St.

Dear Nancy,

Mail Merge cont'd

- When you finish a mail merge, you have:
 - The set of individual finished documents, which you can print (for example, letters, labels, envelopes, or coupons) or which you can transmit electronically during the merge process (for example, e-mail messages).
 - The main document. This is the document you used as a starting point, which remains a separate document. It is not automatically saved after the merge. You should save it because Word will remember which recipient list you connected to it and when you open it again, you can quickly complete a new mail merge.
- **Note** Optionally, if you're creating letters, envelopes, or labels, you can also generate a "comprehensive document" that contains all the merged documents in one file.

Web Site Strategy

13. Design

14. Content Management

15. Just because you build it doesn't mean they'll come - SEO

16. Maintenance

17. Tracking

- Web trends
- Google analytics

Structural Lightweight Aggregate

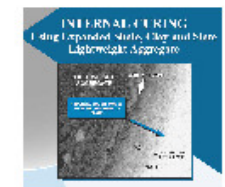
Everywhere you live, work or play...

- LIGHTWEIGHT AGGREGATE PRODUCERS
- LITERATURE & TECHNICAL DOCUMENTS
- FEATURED PROJECTS
- SUSTAINABILITY LEED
 - GENERAL INFO
 - LIBRARY
 - MEMBER LIST
 - CONTACT US

Industry Events



LEED and Sustainability



... structural lightweight aggregate improves your world!

Expanded Shale, Clay and Slate Rotary Kiln Produced Lightweight Aggregates, ESCS

MASONRY • STRUCTURAL CONCRETE • ASPHALT • GEOTECHNICAL • OTHER USES

ESCS Applications

Lightweight Masonry Concrete

- SmartWall Systems
- Energy efficient
- Better Fire Resistance

Durable



Expanded Shale, Clay and Slate Institute
Rotary Kiln Structural Lightweight Aggregate

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Welcome to the Expanded Shale, Clay, and Slate Lightweight Aggregate Industry

ESCSI is the international trade association for manufacturers

of rotary kiln-produced expanded shale, expanded clay and expanded slate lightweight aggregate. ESCSI promotes the extensive use of rotary kiln-produced lightweight aggregate in the lightweight concrete masonry and structural lightweight concrete markets, as well as use in asphalt, geotechnical and other applications. Based on research and development, educational material is disseminated to all phases of the building industry. The association works closely with other technical organizations, ACI, ASTM, etc. to maintain product quality, life-safety and professional integrity throughout the construction industry and related building code bodies.

Web Site Strategy

13. Design

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- Web trends
- Google analytics

Search Engine Optimization

- Key words
- Registering your site
- Meta tags
- Pay per click

Google Analytics Example

- www.google.com/analytics

Google Analytics

jeanne@pima-assn.org | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

Analytics Settings | View Reports: [www.pima-assn.org](#) | My Analytics Accounts: [www.pima-assn.org](#)

Analytics Settings > Create New Website Profile

Create New Website Profile

Choose Website Profile Type

Please decide if you would like to create an additional profile for an existing domain, or create a profile to track a new domain.

☒ Add a Profile for a **new** domain OR ☐ Add a Profile for an **existing** domain

Add a Profile for a new domain

Please provide the URL of the site you would like to track.

[http://](#)

Examples: [www.mywebsite.com](#)
Note: You can add more profiles after you add this profile

Time zone country or territory: [United States](#)

Time zone: [\(GMT-05:00\) Central Time](#)

[Cancel](#) [Continue](#)

Common Questions

- [I do not own my web site domain. How do I set up Google Analytics?](#)
- [Can I track websites for which I'm not running an AdWords campaign?](#)
- [How do I track unique areas within my website separately?](#)

© 2009 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Contact us](#) | [Analytics Blog \(in English\)](#)

#18 Video

- YouTube
- Flickr

#19 eCom Etiquette

- CAPS - On the Internet, the use of capital letters is considered shouting. It's ok to use some capital letters and even some words in all capitals, but in moderation only.
- Check your spelling and grammar
- Remember whatever you write becomes public the second you hit “Send”
- Keep the size under 50K – check the size of attachments
- Respect the copyright on material that you reproduce. Cite all references, quotes and sources used.

eCom Etiquette cont'd

- Take care with sarcasm and humor. You may inadvertently put the wrong message across.
- When sending email to multiple addresses, and the people on the list do not know each other, respect their privacy by putting the list of names in the Bcc.
- Just because someone appears arrogant in a communication to you, it doesn't mean that you should reflect the tone.

Social Networking

- 20. The landscape
- 21. Why it's important
- 22. How to get started
- 23. Building a strategy

#20 The Landscape

The diagram illustrates a landscape of web services and social media platforms, organized into sectors around a central hub. The central hub is labeled "The Conversation: The Art of Listening, Learning, and Sharing" and is attributed to Brian Solis and JESS3.

The sectors and their associated services are:

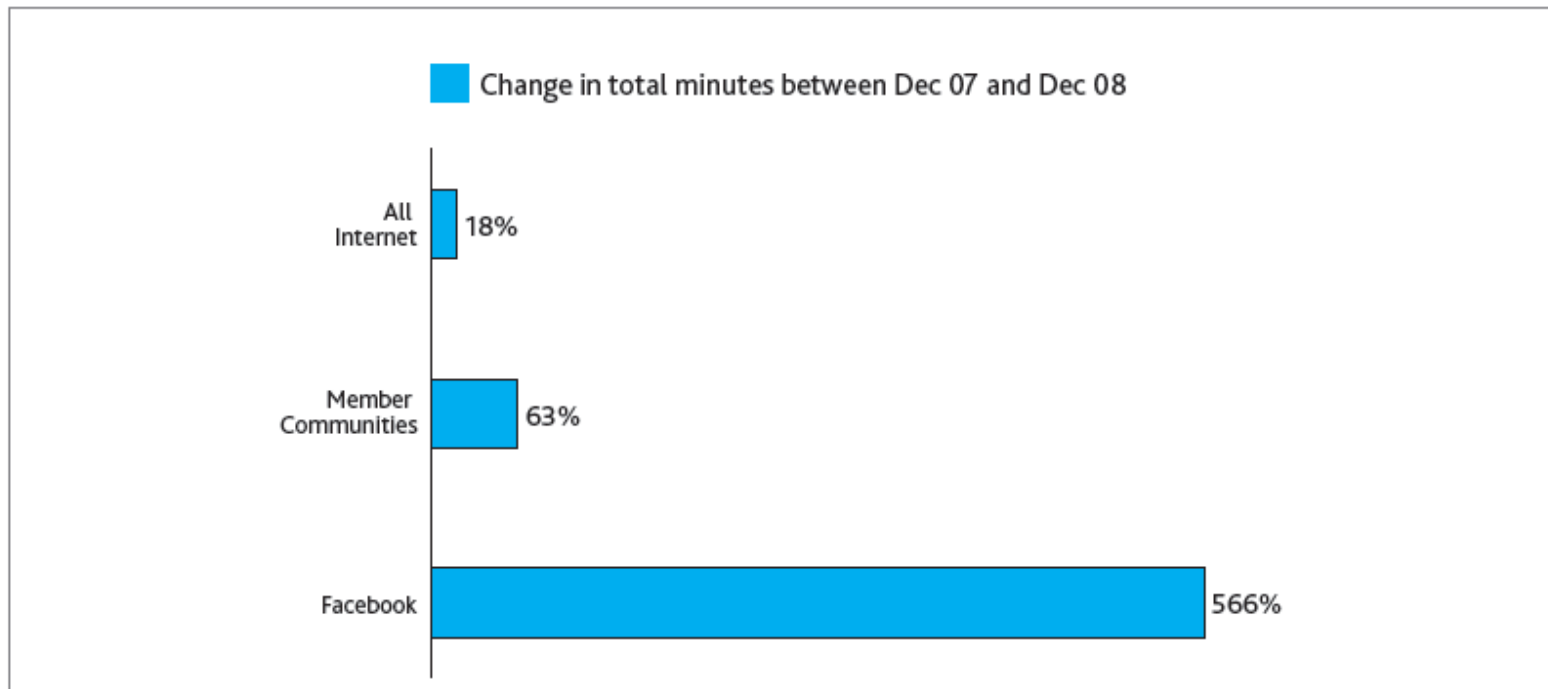
- Social Networks:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Video:** YouTube, iStockphoto, Brightkite, Dailymotion, and others.
- Location:** Brightkite, Dailymotion, and others.
- Customers Service Networks:** Yelp, Google, Yahoo! Groups, and others.
- Niche Networks:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- SMS/Voice:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Specific to Twitter:** Twitter, Tweetie, Tweetie, and others.
- Lifestreams:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Micromedia:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Blog Communities:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Blog Platforms:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Crowdsourced Content:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Comment & Reputation:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Social Bookmarks:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Pictures:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- LiveCasting - Video and Audio:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Wiki:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Music:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Events:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Documents:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.
- Video Aggregation:** Facebook, Bebo, MySpace, LinkedIn, Ning, Pownce, Hi5, SocialVine, and others.

Impact of Social Networking

- Two-thirds of the world's Internet population visit a social network or blogging site and the sector now accounts for almost 10% of all internet time. [Social networking] has overtaken personal Email to become the world's fourth most popular online sector after search, portals and PC software applications.

#21 Why It's Important

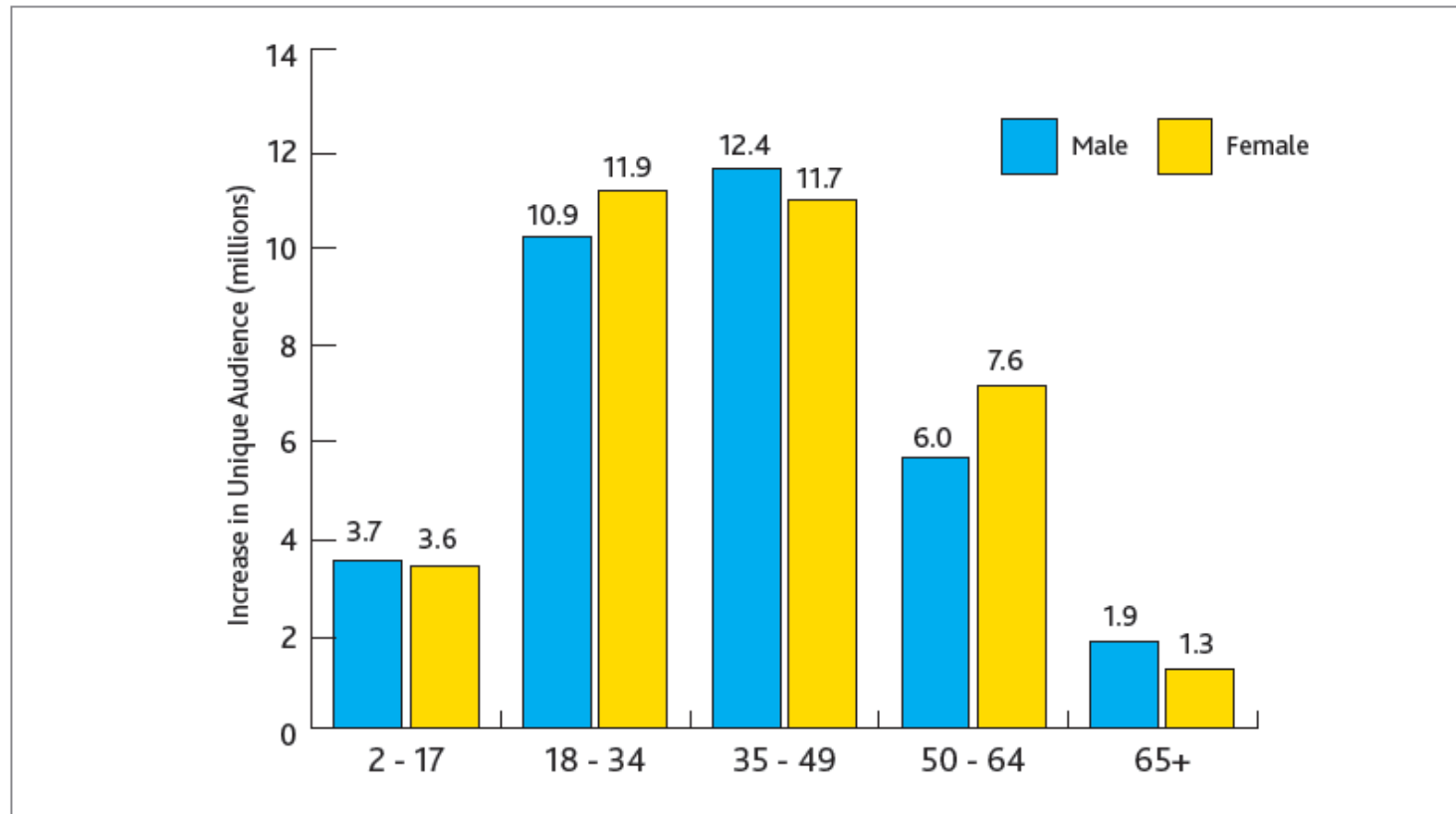
Figure 3: The total amount of time spent on Facebook increased by 566%



Source: Nielsen Online, Global Index, December 2007 – December 2008

¹'Global' refers to AU, BR, CH, DE, ES, FR, IT, UK & USA only

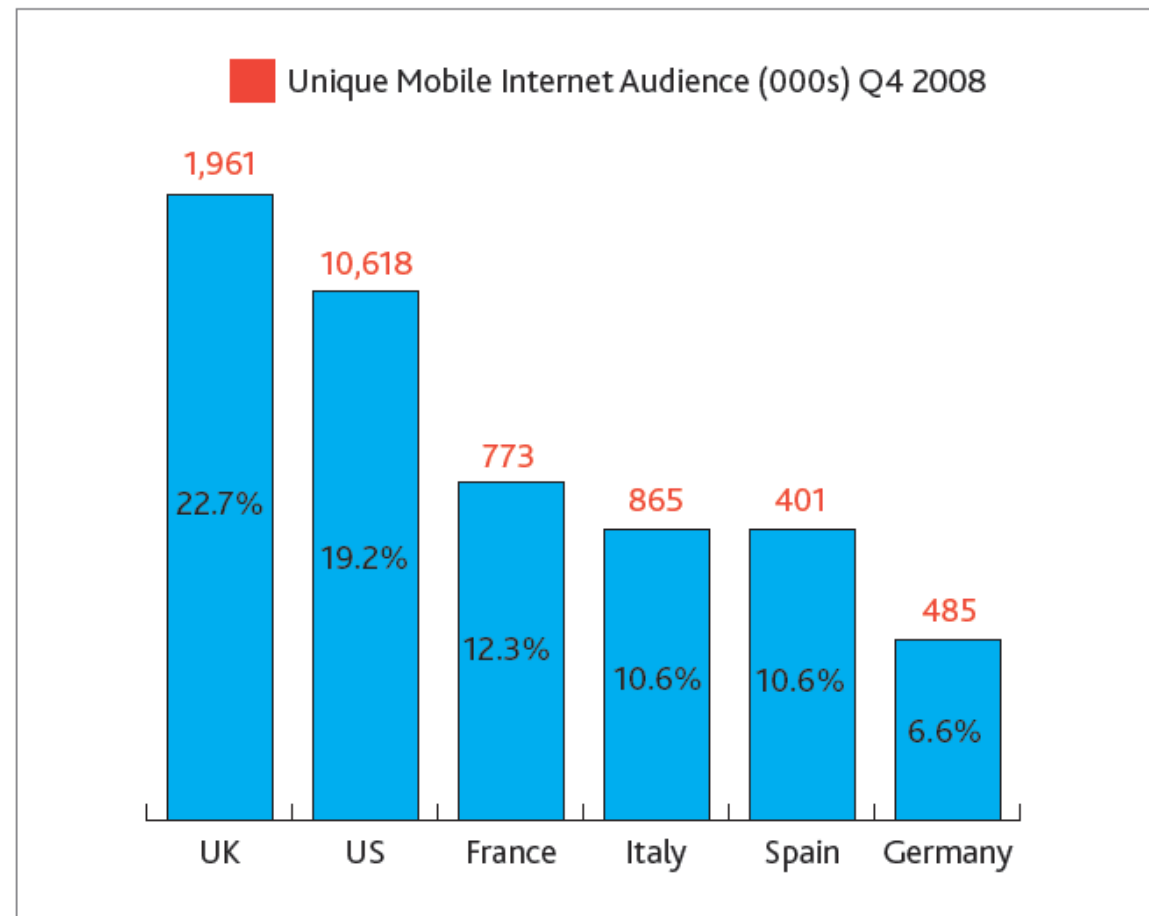
Figure 5: Facebook's greatest growth in global¹ audience numbers has come from people aged 35-49



Source: Nielsen Online, Global Index, December 2007 – December 2008. E.g. Between Dec 07 and Dec 08 there was a 3.7 million global increase in the number of 2-17 year old males visiting Facebook

¹'Global' refers to AU, BR, CH, DE, ES, FR, IT, UK & USA only

Figure 15: Social networks have the greatest mobile web reach in the UK and US

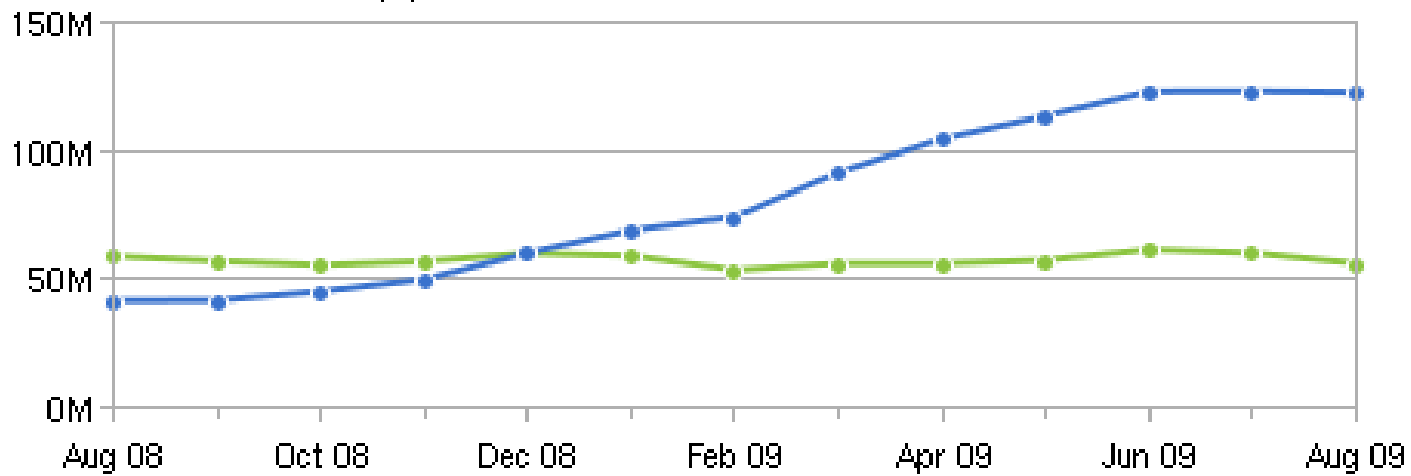


Source: Nielsen Online, Mobile Media View, Q4 2008. E.g. 23% of UK Mobile Web users (1.96 million people) visited a social network through their mobile phone in Q4 08

Unique Visitors



facebook.com myspace.com



#22 Getting Started

- Pick one
- Join and play with it
- Create one for your coop – it's easy, it's free, if it doesn't work it's okay – you try something else
- Find out if your audience is already on a site and build a community there

23 Five Phases of Social Media Marketing

- Discovery
- Strategy
- Skills
- Execution
- Maintenance

#24 Make it Simple

- Take small steps
- Test your communication
- Ask for help
- Look for resources that already exist
- Don't start from scratch if you don't have to

#25 Don't Forget In Person Communication

- It's the most persuasive
- It builds relationships
- It complements any ecommunication you do
- It gives you feedback

Jeanne Sheehy
VP and CMO of Bostrom
jsheehy@bostrom.com

QUESTIONS?

