



Corporate Internal Communication

- ▶ Many formats
 - ▶ Emails
 - ▶ Social Media (Facebook, LinkedIn, ...)
 - ▶ Memos
 - ▶ Seminar/ Presentation
 - ▶ Report
 - ▶ Meetings
 - ▶ Board room
 - ▶ Video
 - ▶ Podcast/Video

Follow 7C for Internal Communications

- ▶ Clear
- ▶ Concise
- ▶ Concrete
- ▶ Correct
- ▶ Coherent
- ▶ Complete
- ▶ Courteous

Personal Social Media and your Company

- ▶ May mention your company in your page but do not give an impression that you represent the company
- ▶ Do not post anything that reflects a negative image about your company
- ▶ Do not use company's name as part of your ID

Personal Social Media and your Company

- ▶ Do not use Company's logo or banner in your social media or personal communication
- ▶ Do not put anything confidential or proprietary of the Company. Protect all IPR.
- ▶ Think before you post. If in doubt take permission.
- ▶ Remain responsible for words, pictures, plagiarism, ...
- ▶ Your online conduct ← Code of conduct, cybersecurity policy of the Company

Ethics

A plural noun

- 1 [usu. treated as pl.] moral principles that govern a person's or group's behavior: *Judeo-Christian ethics*.
- the moral correctness of specified conduct: *the ethics of euthanasia*.
- 2 [usu. treated as sing.] the branch of knowledge that deals with moral principles.

(from: Apple Dictionary 2.2.2 (11B.1))

Right / Wrong

Dilemma

To Resolve Dilemma

- Follow religious scriptures
- Follow philosophers/ Saints' teachings
- Read books such as Hitopadesha/
Panchatantra/Aesop's Fables ...

From Dhammapada

15. The evil-doer grieves here and hereafter; he grieves in both the worlds. He laments and is afflicted, recollecting his own impure deeds. 15
16. The doer of good rejoices here and hereafter; he rejoices in both the worlds. He rejoices and exults, recollecting his own pure deeds. 16

Ethical Dilemma with Tech Comm

- You developed an easy algorithm for cracking bank security. Would you publish it in journals and present it in seminars?
 - yes
 - no

Ethical Dilemma with Tech Comm

- You did a good piece of research all alone. Before submitting the paper to a top journal your boss told you to include him/her as a coauthor. You will
 - comply
 - refuse
 - complain to higher authority
 - stop writing the paper

Ethical Dilemma with Tech Comm

- Your assistant falsified data for a report. You will
 - sack the assistant
 - rebuke the assistant
 - rewrite the report with correct data and withdraw the wrong one
 - do nothing

Rules of ETHICAL Tech Comm

- Do not MISLEAD
- Do not MANIPULATE
- Do not STEREOTYPE
- Do not plagiarize –
acknowledge all debts

from: http://en.wikibooks.org/wiki/Professional_and_Technical_Writing/Ethics

Summary

- Personal social media and your organization
- Ethics in technical writing and communication