Avery Peiffer

Professor Reardon

ENGCMP 0400 10:00 AM

Date (Day Month Year)

Assignment #7

Persuasive Message to Immediate Supervisor

Dear Supervisor,

I believe that the new social media policy enacted by Mr. Hawthorne is misguided and will not improve our productivity. His reasoning, that using the company’s time and computers for socializing is inappropriate, comes from a place of good intentions but unnecessarily makes social media a scapegoat.

Spending large portions of the workday socializing online is inappropriate, yes. However, social media acts as a much-needed release from the normal stressors at work. Spending ten minutes on social media every few hours lets us relax and recenter ourselves before jumping back into our work. These breaks have a positive impact on our productivity and should not be eliminated. As a team, we could have discussions on how to use social media properly in the workplace to avoid the level of unproductive usage that Mr. Hawthorne fears.

We also have an opportunity to create a social media culture that increases customer accessibility and loyalty. We could build out the company’s social media presence on several platforms, interacting with potential new customers or new employees. Additionally, we could create customer support channels on Facebook and Twitter to be more accessible to current customers. Using social media in this way lets us be a more accessible and modern company to which customers are loyal. These customer support channels could be created with little effort; our current engineers and technicians could spend some time throughout the day interacting with customers over these platforms.

I hope that you will take these suggestions into mind and consider mentioning them to Mr. Hawthorne. Instead of banning social media, it is much better for our company if we learn how to use it to our advantage.

Sincerely,

Avery Peiffer