

If you aren't tracking your brand in the media,
how will you measure the impact of your strategies?



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Personal conduct on digital platforms speaks volumes

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We now live in a world that is increasingly reliant on the use of digital channels and platforms to communicate, says Dan Moyane from AceCube PR. Moyane says that our 'new normal' uses virtual and remote communication on several digital platforms, such as Microsoft Teams, Zoom and Skype; *how* you use these is vital for achieving effective communication.



(<https://dash.mediaupdate.co.za/story/image/148742/148742.jpg?v=637387361699194122>)

Television news stations are increasingly dependent on these platforms to carry out their live on-air interviews as a way of practicing social distancing. However, many people are unaware that it is important to look and sound good on these platforms.

Now more than ever before, you always need to appear professional; therefore it is vital that you get the basics right. The viewer will take you and what you are saying seriously when you look and sound good.

The fact that you are working from home does not mean you must show up anyhow. In fact, you need to remember that you are *working*, albeit from home. Respect yourself, your colleagues — and the viewers — and show up decent.

The digital platform you choose to use as a tool is probably endowed with several

built-in features, so how you come across is entirely up to you.

Contrary to what some people might believe, it is *essential* that you should look good and professional, whether you are chairing a team meeting, facilitating a webinar, talking to a client, or doing a television interview.

The essentials include ensuring that your appearance, the lighting, the background, your positioning and sound are all optimum. This helps to avoid distractions that will take away from your delivery.

Many people think the device they are using will do the magic by itself. Yes, you may have the best smartphone, laptop or PC, but how you use it and set it appropriately will enable you to land your messages *properly*.

This means you need to be aware of what you are wearing, especially from the waist up. You should avoid wardrobe that is not befitting of your professional role. So, dress properly and if you are wearing jewelry keep it simple. For people who apply make-up, the minimal *is* sufficient.

Watch your language; keep it clean and positive. The fact that you are at home does *not* mean you should be loose and lax about the words you use. Do not lower your barriers because you are at home.

Do not loosen your language. Keep it tasteful. Remember: you are *working*. We are all stressed for various reasons and anxious about COVID-19 But this does not mean we should use digital remote meetings to vent about how mad and frustrated we are.

Your company should have available wellness channels for you to do that or you can phone a friend. Remember, it is vital to look and sound good and polite, as you would if you were in the office or meeting a client or being interviewed on television.

Company executives, senior managers and specialists who lead team meetings and interact with the media need to be acutely aware of what impression they are creating and leaving with their audience.

Small actions during a webinar, for example, might have an unintended negative impact on the audience. Actions like not looking into the camera when talking or not dressing appropriately, etc. might send the wrong message; it comes across as if you do not really care about what you are doing and you'd rather be watching your favourite Netflix series.

It is important to continue to show professionalism and respect towards one another, especially now. If you get the basics right, then you will ensure that your audience focuses on receiving your message in a clear and uninterrupted manner.

You will achieve effective communication to enable your organisation to better position its brand.

For more information, visit www.acecubepr.co.za ([http://acecubepr.co.za/](http://www.acecubepr.co.za/)). You can also follow AceCube PR on Twitter (<https://twitter.com/AceCubePR>) or on Instagram (<https://www.instagram.com/acecubepr/>).

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