# Communication Skills

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# This session will cover

- Writing for the web
- Social media
- Presentation skills
- Proofreading

# Writing for the web

# What makes good web content?

- It answers a question/meets a need
- It's easy to find (via a search engine)
- It's easy to read

# Write less

- People read only 20 to 28% of web page content
- Start by asking what the user wants to know – publish what is needed and nothing more
- Think mobile first

# Write as people read

- On screen, people tend to skim content in an 'F' pattern
- They scan across the top and down the side
- Put what's most important at the top and in headings

# F pattern

# Write in plain English

- Don't use formal or long words when easy or short ones will do
- Don't use jargon
- Don't use legal or official language

# The Hemingway App

- ## www.hemingwayapp.com

- ## Paste in your text or even write in your browser

- ## The app will highlight common errors and bad practice and suggest alternatives to complex words

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**Hemingway App makes your writing bold and clear.**

The app highlights long, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over it for hints.

Adverbs are helpfully shown in blue. Get rid of them and pick verbs with force instead.

Phrases in green have been marked to show passive voice.

You can **format** your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button to compose something new.

Social media

# Why we use social media

- Instant
- It's where our members are
- Reach thousands of people with very little resource
- More targeted
- Fewer emails
- More scope to be creative
- Speak to RCN members, media, politicians etc. **directly**

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# Social media is here to stay

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- 74% of online adults use social networking sites.

- 500 new Facebook accounts are added every minute.

- 9,100 tweets are sent every second. 80 million photos are shared every day on Instagram

- There are over 100 million active users on Snapchat every day

- YouTube has more than a billion unique users per month which equates to nearly half of all internet users.

# What we do

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Facebook Web news Case studies Speeches Twitter

Paid-for social media Twitter chats Instagram

Film projects Facebook groups for RCN forums digital reporting

Campaigns Website features Briefings Email

Country and regions social media YouTube RCN website content Blogs

# You're more powerful than you think

- Most of us have the technology in our pockets to create broadcast-quality media in minutes.

- Not everything has to be completely polished: https://vine.co/v/b5tnVIVjt2M.

# 3 Technical Requirements - Video

## 3.1 Video Standards

### 3.1.1 High Definition Format

Programmes should be delivered on HDCamSR:

- 1920 x 1080 pixels in an aspect ratio of 16:9

- 25 frames per second (50 fields) interlaced - now known as *1080i/25*.

- colour sub-sampled at a ratio of 4:2:2

The HD format is fully specified in ITU-R BT.709-5 Part 2.

**iPhone 5s**

**Nexus 5**

Video Recording

- 1080p HD video recording
- 30 fps
- True Tone flash
- Improved video stabilization
- Slow-motion video (120 fps)

- 1080p HD video recording
- 30 fps
- True Tone flash
- Optical Image Stabalizaiton (OIS)

# Blogs



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## Taking action on abuse

**Carmel Bagness** 25 NOV 2016

As the international community raises awareness of the need to eliminate violence towards women, Carmel Bagness blogs on the impact domestic abuse can have on nursing staff.



Many of us will have seen the impact of domestic abuse in our work.

### Carmel Bagness

RCN Professional Lead for Midwifery and Womens' Health

### Latest blog posts

7 DEC 2016

Money matters at Christmas

25 NOV 2016

Taking action on abuse

# Blogs

- Over 100 blog posts to date
- RCN staff, Council, forums, members, speakers at events
- President and CEOs monthly blog
- To support projects, campaigns, RCN lines on key issues

Proofreading

# What is proofreading?



- Spellings, punctuation, spacing, font sizes, page numbers and consistency
- If that was all, what would still happen?
- Complex articles – jargon and clichés
- Passive sentences which lose the reader
- Overly long sentences and paragraphs
- Potential errors of fact
- Proofreading is also about copy-editing
- Yes, grammar, punctuation and lay-out
- But also making it a good read for the right audience
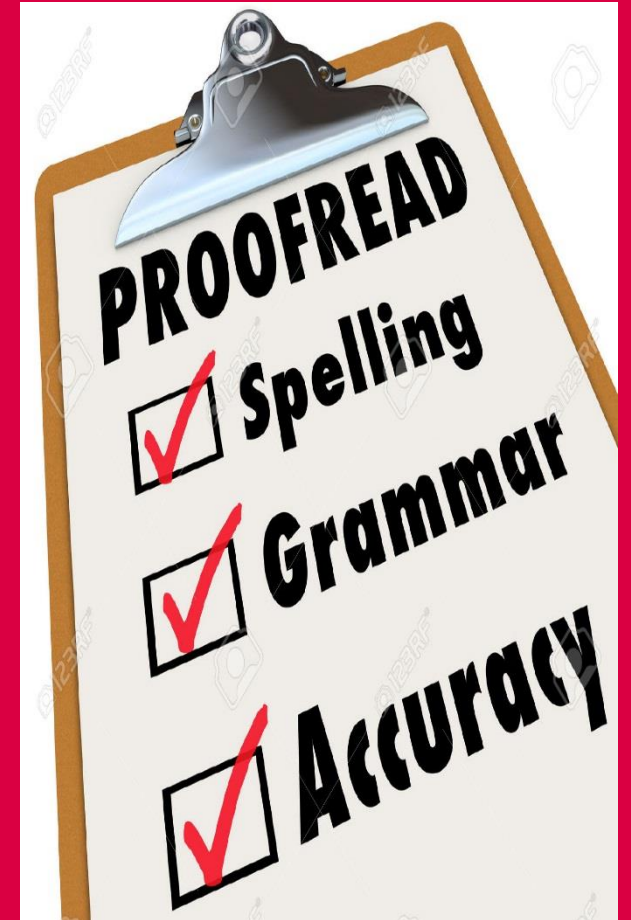
# Spelling

- You can use spell-checkers, but read copy first
- Spell-checkers can miss easily confused words
- Homophones – correctly spelt, but different meanings
  - there, their, they're
  - bold, bald, bowled
  - compliment, complement
  - floor, flaw
  - sore, sore, saw
- Spell-checkers don't correct all errors
- Make sure you use the UK version of English

# Spotting problem words and capitals

- Superlatives (feel subjective)
- Eg: **fantastic** speech, **fabulous** conference (if you must, in quotes)
- This helps readers believe
- Conjunctions are allowed
- Eg: **and**, **but**, **however**
- But don't overuse them
- Capital letters: to start sentences, for proper nouns
- Not for job titles (unless it's internal house style)
- Not for Things the Writer has decided are important
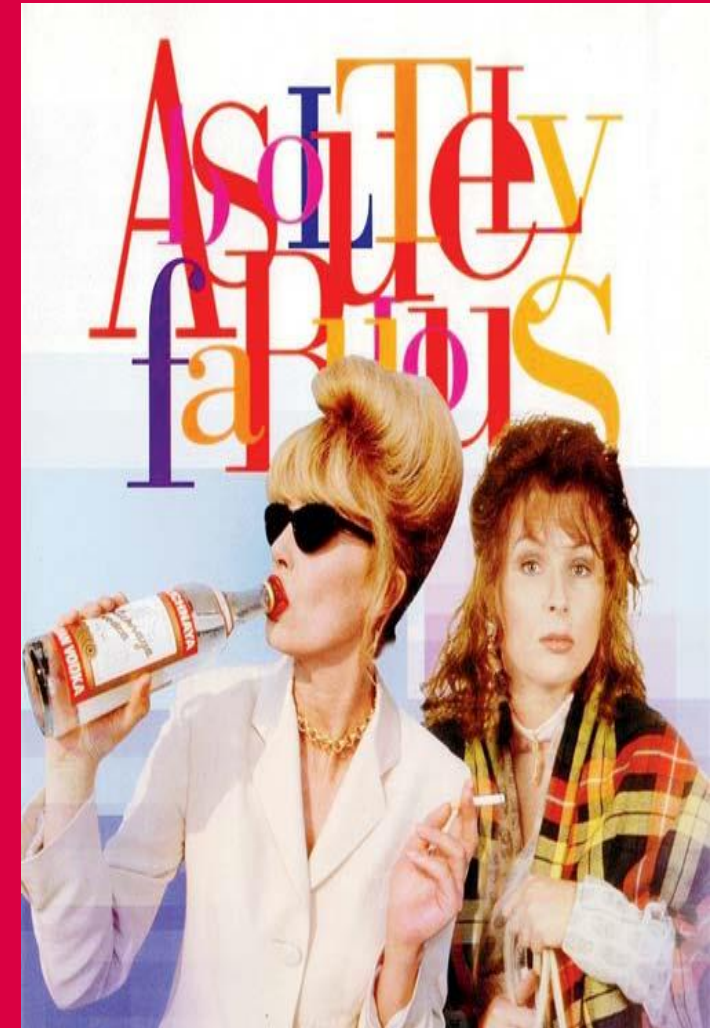
# What makes good writing?



- ABC: Accurate, Brief, Clear
- Clear lay-out, and clear syntax – sentence construction
- One idea per sentence, one topic per paragraph
- 80% active sentences
- Subject, verb, object
- Who does what to who?
- It gets straight to the point
- The tenses are consistent
- Direct language that fits audience
- Best words for a meaning (shorter)
- A minimal use of technical language
- No clichés or dull idioms

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**Active Voice**
You stole the cookie from the cookie jar.

**Passive Voice**
The cookie was stolen from the cookie jar.

# Presentation skills

# It is completely natural

- Public speaking is one of the most common human fears
- The most important thing is to be aware that you will be nervous – and prepare for it
- Rehearse
- Breathe
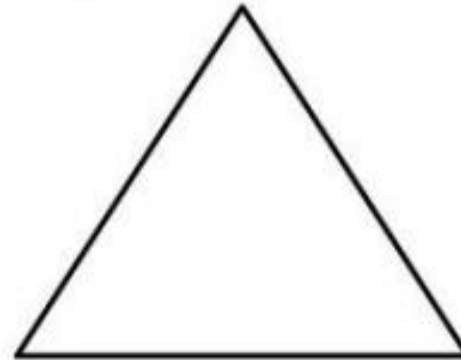- Make eye contact
- Body language

# Content

- Have a key argument
- Use anecdotes
- Quote credible sources
- Back up your points with careful research
- Appeal to your audience's emotions and core beliefs

# Arrangement: Monroe's Motivated Sequence

**Step One: Get Attention**

**Step Two: Establish the Need**

**Step Three: Satisfy the Need**

**Step Four: Visualize the Future**

**Step Five: Inspire Action**

Alan H. Monroe, a Purdue University professor, developed this sequence in the 1930s. He used the psychology of persuasion to develop an outline for making speeches that will deliver results.

# Questions?

www.rcn.org.uk