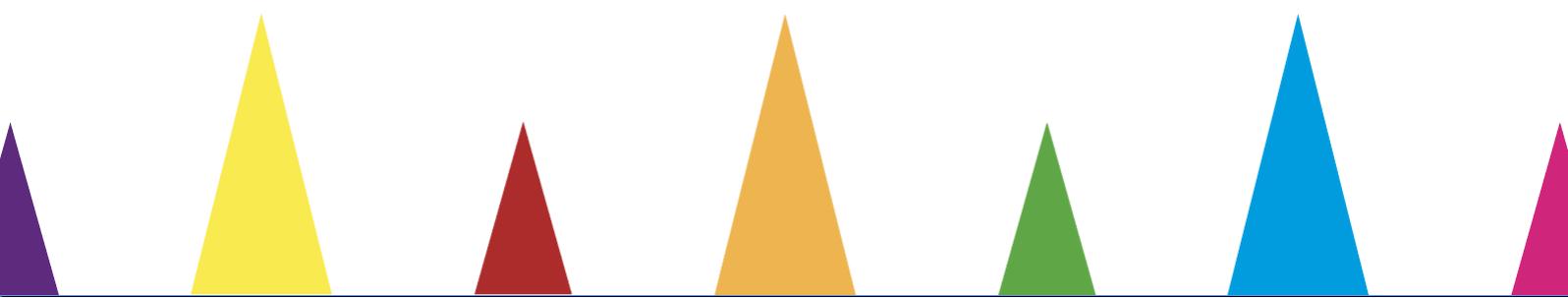# Resource 6
Online Communication and Etiquette
Student Handout

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Unlocking the Potential of Female Migrants as Entrepreneurs in the Digital Age

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Resource 4: Learner Handout

Title of the resource	ONLINE COMMUNICATION AND ETIQUETTE	
Presentation of the activity:	Brief introduction to the activity Communication through social networks is nowadays the most important part of interpersonal exchanges in companies as well as in private life. The magnitude of this change has led several major online players to recommend certain rules of conduct and politeness when communicating through social media. This is known as netiquette. What is netiquette? Netiquette is a new word created from the English word "network" for the Internet and "etiquette", meaning good manners, courtesy. Netiquette is therefore the set of rules of politeness online. It is a guide to good manners or behaviour to communicate positively on the Internet.	
What will you achieve through this self-reflection?	Value of the self-reflection exercise You already observe simple rules of politeness every day. You let passengers off before getting on the bus, you line up and wait to be served at the bakery; when someone says "hello" to you, you wave back; when someone follows you, you hold the door. There are similar unwritten rules for online communications. Knowing these rules is important. Why is netiquette important? Knowing Netiquette means applying the rules recommended in the networks in order to communicate in a positive manner with clarity, kindness and efficiency, knowing what to do and the mistakes to avoid. Develop your ability to respect and enforce Netiquette and even write it for your own professional needs That's what this resource is designed to teach you.	
Questions to ask yourself:	*Question 1:* ☐ **What is netiquette?**	Learner's response
	Question 2: ☐ **How was the Netiquette concept born?**	
	Question 3: ☐ **Why is netiquette important?**	
	Question 4: ☐ **Netiquette: good and bad practices for email, Facebook, Instagram?**	

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	Question 5:	
	☐ **Write your Netiquette charter and make it respected on your account, blog or website**	
Checklist	Short checklist of key information or action points ✔ Don't yell in your social media posts: don't write in capital letters. ✔ Be elegant and gracious: greet at the beginning and at the end, be polite. ✔ Be clear and concise. ✔ Use only one business account. ✔ React at the right time: reply to all your messages. ✔ Don't get fancy. ✔ Be careful with the volume: zip up your documents if necessary. ✔ Do not overuse urgent status for all messages. ✔ Think before you answer. ✔ Do a final check, avoid mistakes.	
Follow-up activities	Activities to continue learning and improve skills 1. Review your practice, check your email correspondence, point out what you are doing well and identify what you can improve. 2. Evaluate your Netiquette conduct on social networks. 3. If you have a website, Facebook, Instagram account how do you think you will benefit from the advice you received on Netiquette?	
Takeaway Notes - Next Steps:	Instructions for formalizing next steps 1. As a migrant woman entrepreneur, if you decide to be present on social media to communicate and develop your business, you will be exposed to positive reviews of course, but also to unwanted comments. 2. Writing a Netiquette for your account, blog or website allows you to use a concrete text to reframe an exchange, justify the deletion of a comment and deny access to anyone who does not respect the rules you have established. 3. A Netiquette also helps to demonstrate transparency and maintain public trust. It is the ideal place to provide details about the type of moderation that is being practised. It can also be used to redirect users to specific resources that can answer their questions (government services, legal text, social networks of reference, public service sites, etc.). 4. To write a complete Netiquette, you just need to address the key themes (politeness, respect for privacy, prohibition of violent comments, provocation, racist, hateful, existing, discriminatory, ...) and to draw inspiration from reliable examples of reference platforms.	

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