

3 Rules for Good Internet Communications

1. Engage Your Audience

You can engage with your audience by ensuring that what you are communicating is relevant to them. In an organisation, this might mean that only the affected departments need to receive this communication. In a customer relationship, it means only communicating to your customer on a subject, at a time and place which has been requested by them.

In an internet or online-based delivery platform, it also means giving your audience an experience as near as possible to being there in person.

- » They should be able to see and hear you
- » They should be able to see an accompanying presentation
- » They should be able to go away with additional materials
- » They should be able to ask questions and give feedback



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2. Present Clearly and give your audience a chance to reflect and understand.

Present clearly and consider using the 'Rule of 3s' as used by many excellent presenters. In its simplest form, the 'Rule of 3' is based on the fact that people absorb information more readily when it is presented to them in 3s.

Using a wide range of mixed media (video, audio, powerpoint, download documents) helps to engage your audience and also gives them the opportunity to look at different elements of your communication to try and understand what you are saying.

Some elements in a communication can sometimes be difficult to understand and it is useful to be able to pause or revisit a communication in order to understand it better. This ability to reflect and review is sometimes critical to understanding.

3. Give your audience a chance to interact by asking questions and giving feedback.

Interaction is key part of communication. We need to be able to see and hear, in a variety of different ways, what we are being asked to understand. We also need to be able to ask questions, receive responses and feedback as part of the effective communications process.

How Can You Compete?

Quality - do not compromise on the quality of what you deliver and strive to deliver the best video, audio, slides and interactive experience that you can.

Simple to Use - one click opens one screen.

Good Clear Pictures and Sound - deliver a high quality experience

Good Clear Slides - deliver nicely designed, legible slides.

Deliver Good Content - content that is relevant, interesting and focused.