Getting Your Message Across

Chris Smith Associates
www.chrissmithonline.co.uk
Agenda

- Some tools
- Some tips
- Some questions and answers
Ready

• Who?
• What?
• Why?
• ....and?
Blogs

- Regular posting
- Original content
• 800 million users
• 731 million (Europe - pop.)
• 420 characters
- News streams
- #hashtags
- 140 characters
400 words

- 2 minutes to read
- 3 minutes to listen to

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<thead>
<tr>
<th>Characters</th>
<th>420</th>
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Thursday, 24 November 11
Ready Fire

Aim

Exercise
Effective writing

Communication is attention to detail
• “responding positively to the imperatives of action, execute plans in a timely fashion, if possible”
JUST DO IT.
Importance of keywords
Headlines lead
A local farmer’s son of Aberdeenshire has been reported missing following an incident at sea. Tenant of the Balbeggie Farm estates, Bryan Beattie, who farms 400 head of award winning Angus beef stock was awaiting news of his son, Jamie.

“We are still awaiting news “ said Bryan yesterday to our reporter. Jamie was expected in New York where the Titanic was due to dock Monday.
Audiences read
Pathway to Care
Multi media
NOVEMBER 21, 2011

Scots, Empire, Alyth and History

In this week’s ‘Lesley Riddoch Podcast’, Lesley meets John M Mackenzie, academic, historian and author. In a wide ranging conversation, the topics of Scotland and the Empire, Rae and Livingstone, Independence, Alyth and history are all under the microscope.

Get the best from Finishing school

The new leader of Scotland’s headmasters is fed up hearing about Finland. Neil Shaw, incoming president of School Leaders Scotland, has said under-achieving Scottish pupils are victims of a society “twisted by inequality”, not victims of failing schools. And he has grown “weary” of comparisons with Finns who regularly top educational league tables. Toughen up, Mr Shaw. Comparison with Nordic neighbours isn’t about to disappear.

LesleyRiddoch.com

Welcome to the web site of Lesley Riddoch, Scottish broadcaster, journalist and commentator. You will find
Newburgh Community Trust and the Wind Farm

Thursday, 24 November 11

This short video was shot with some of the local people involved in the

Uploader Comments

It sounds to me like the meeting was what everyone could anticipate. Only one surprise. No Nicholas Craig.

Yup, the rant is spectacular in its psychopathology. It is a sad reflection of our
Well done the Duke of Edinburgh telling Wilmar (head of a turbine company from the Netherlands who is here to inflict more damage on the UK landscape) to bugger off! Wonder if we should ask him up here to look over this local shambles. Can’t imagine what he might say to Arbuckle and Oswald...well actually I can but it isn’t printable ;-) Full article is on-line in The Telegraph.

Nemesis7558 3 days ago

@Nemesis7558 The Duke used to drive carriages in competition around St.Fort (near Newport) so he is familiar with the area.

I don’t think he suffers fools gladly so one could imagine how little time he’d have for Arbuckle and Oswald.

TheBlackearnside 3 days ago

Speaking of local unelected busybody groups, name this one:

Two twisted dwarves intent on being the village’s best police informant, an out-of-work panto dame and a bunch of thick women that resemble burst toads.

TheBlackearnside 2 weeks ago

Anyone catch Panorama tonight. Turbine power really got a kicking on it. Hopefully...
Row over windfarms sparks 'nasty' online comments

The community in Newburgh, Fife are divided over plans to build three wind

Adding comments has been disabled for this video.
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wordpress.org

blogger.com

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