

Annexe 3

COMMUNICATING ON THE INTERNET



Adoratrices

Esclavas del Santísimo Sacramento y de la Caridad

ADORERS' GENERAL PLAN OF COMMUNICATION

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Introduction:

For us as communicators, the Internet has been an unprecedented phenomenon, but it offers as many advantages as disadvantages.

It has opened up new possibilities for people to interact with each other. However, the main novelty is that it has given sources the possibility of direct contact with their audience.

The Internet has allowed new channels of information to be created and has multiplied the sources to which journalists have access. The web is now a wonderful database to access for documentation, without time or geographic limits.

For sources, the challenge on the Internet is to continue to take the lead in terms of renewing their content and their image. They must be at the forefront of this renewal..

1. Online communication tools

Before going into this question, it is necessary to focus on three concepts offered by the Internet::

1. Interactivity. We should not think of the Internet as a medium that we use to post a series of information and that's it. No. We must seek interactivity with those who visit us. It is essential. Otherwise, the only thing we will achieve is to distance ourselves from those who have approached us at some point.

2. Personalisation. Whoever arrives at our pages must know where they are. They should know immediately. The Internet allows us to personalise our website. This will help us to have a homogeneous image. This is not a trivial matter, as these characteristics give us credibility and proximity.

3. Globalisation. We are both in Istanbul and Costa Rica. There are no borders. This issue should invite us to be particularly responsible. We have a very powerful megaphone that we must know how to use. It is not enough just to shout a lot. We must, to continue with the metaphor, modulate our voice.

Therefore, the Internet allows us:

- Maximum capacity for personalisation.
- Flexibility in messages.
- Agile and up-to-date information.
- The possibility of creating communities.
- E-mail and communication.
- Lower cost per impact.

- High level of segmentation.
- Accurate measurements in real-time.

Paul Fleming says that information communication rests on four pillars ("The Four Ph's Rule")

1. Flow
2. Functionality
3. Feed-Back

2. Corporate websites

After this long preamble, let's focus on the main online communication tool we have: corporate websites..

- We need to have a portal that is designed and structured to suit our communication objectives and the information demands of our audiences. We cannot make the mistake of creating a macro website if we do not need it and vice versa. This is an essential issue. We sometimes find ourselves with websites that have many possibilities and that are underused. This mistake, even if the website is up to date, gives the impression of abandonment. The opposite also happens. We find pages that are too simple and outdated. Balance is fundamental. As is almost always the case, it is essential to be very clear about what can be maintained and what needs we may encounter shortly. We can't make too much of a tailor-made suit that doesn't let us put on a bit of weight.
- Normally our corporate websites are structured in different sections of content and services whose purpose can be both informative and reflective. This, in my opinion, should be the perfect mix. Not only information. We must also be able to offer a space for reflection. Just like the section dedicated to current affairs, the section dedicated to reflection must be frequently updated.

What should these corporate websites look like?

- They have to be attractive and have personality and be an excellent feedback channel.
- The first screen should be visually attractive and functional with the elements arranged in a simple and organised way.
- The surfer has to find his way around easily and access information quickly. Nevermore than three "clicks" to get to the information.

- Usability: the degree to which obstacles between the user and his or her objectives are eliminated. For example, speed. If we get tired, we leave and that must be avoided.
- If the projection is large, it is good to have it translated into several languages. For this point, sorry for the redundancy, we must be very aware of our possibilities. We cannot have the website updated in any of the languages we have chosen. It is an unrealistic image that will lead us to lose followers. We lose credibility.
- Security in communications. This is an aspect that we must raise with the people who manage the server. Especially in those websites that have a Newsletter service and have e-mail addresses.
- In terms of content, it must be coherent and there must also be clarity, correctness, minimalism, i.e., it must not be overloaded. This point is crucial. An overloaded room does not invite you to stay awhile and have a coffee with the owners of the house.
- Long sentences are also a turn-off, short sentences are better. Short and direct. You have to know how to "sell" what you have with few, very few words.
- Simple sentences.
- Strong verbs. We can change the verb "to begin" to "to start". We can change the verb "to assure" to "to assert". They create more impact and invite us to click on the news.
- Write precisely, in a direct style and without beating around the bush.

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