

Communication Technology

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The Day the World Changed

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Introduction of iPhone

Smartphone Usage

- 139 million sold worldwide in 2008
- 1.5 billion sold worldwide in 2018
- 257+ million users in U.S.
- 52% of all web traffic
- 69% use to access social media



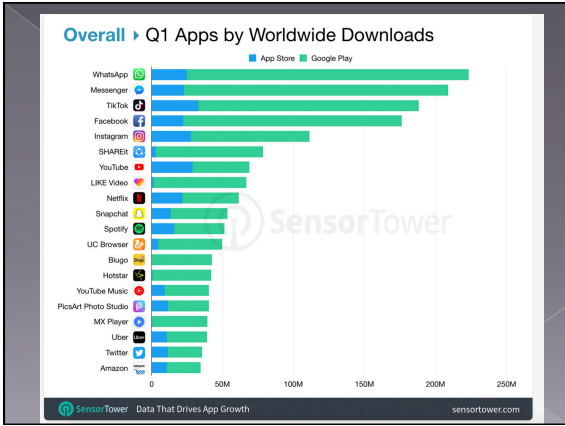
Changed How We...

- Access information
- Conduct business
- Learn
- Socialize
- Communicate
- Think
- Behave



Apps

- Software application
- Shortcut or program
- Mobile, tablet & desktop
- 205 billion downloads this year
- \$188.9 billion in revenue
- 25% are games
- 65% of smartphone users have app games
- 38% of time spent on social media apps
- 42% using shopping apps



- ### Online Communication Tools
- Web sites
 - E-mail
 - Discussion groups
 - Web logs (blogs)
 - Podcasts
 - Vcasts
 - Search engines
 - Search engine optimization
 - Analytics
 - RSS feeds
 - File sharing
 - Newswires
 - Applications (apps)
 - Social networking
 - Direct messaging
 - Push notifications

- ### Advantages
- Direct communication
 - Complete control
 - Immediate
 - Just need know-how
 - Reach millions worldwide

Disadvantages

- Need access
- Must drive people to your site
- Unprofessional look
- Difficult to navigate
- Security
- Currency
- Broken links
- Service problems
- Typos
- Provide contact information
- Respond quickly to inquiries

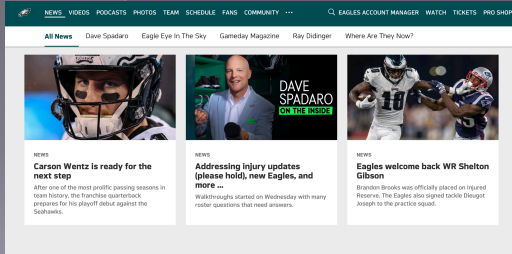
PR works with IT

- Site map
- Company info.
 - > About/history
 - > Key personnel
 - > Awards/affiliations
 - > Directions
 - > Job openings
 - > Contact info.
- Marketing/Sales info.
 - > Events calendar
 - > Products
 - > Online catalog
 - > Testimonials
 - > FAQs + answers
 - > Order forms

PR works with IT, part two

- Customer service info.
 - > Product updates
 - > Training resources
 - > Customer support contact info.
- Online newsroom
 - > News releases
 - > Announcements
 - > Position statements
 - > Events calendar

Online Newsrooms



E-mail

- Primarily a business communication tool
- Distribute information quickly/cost effective
 - > Embedded messages vs. text with links to sites
 - > Catchy subject line
 - > Short, to the point copy

Blogs

- Online diary
- Citizen-created content
- Unfiltered opinion
