

You can use four applications to communicate with the public:

- newsletters
- brochures
- white papers
- podcasts

A typical newsletter includes most of these 10 elements:

- banner or masthead
- table of contents
- headline(s)
- bylines
- jump lines

A typical newsletter includes most of these 10 elements (cont.):

- continuation headings
- photographs
- pull quotes
- publisher information
- postal information

Follow these four suggestions when creating a brochure:

- Decide where and how your brochure will be reproduced.
- Design your information to fit on the panels appropriately.
- Use the front panel to attract attention.
- Avoid design clichés.

Follow these seven suggestions for writing an effective white paper:

- Communicate useful information.
- Use a subtle approach.
- Cite your sources.
- Make the white paper easy to skim and navigate.
- Help readers who don't know all the jargon.
- Make sure the white paper prints well in black and white.
- End with a call to action.

Apply these six values in marketing your organization:

- honesty
- responsibility
- fairness
- respect
- openness
- citizenship

Follow these six guidelines in posting to discussion boards:

- Share your knowledge.
- Do your homework before posting a question.
- Support your claims with evidence.
- Stay on topic.
- Avoid personal attacks.
- Disclose potential conflicts of interest.

Follow these six guidelines when you write a blog:

- Know and follow your company's blogging policies.
- Provide good content without saying too much.
- Use an authentic voice.
- Avoid conflicts of interest.
- Manage your time carefully.
- Follow up on negative comments.

Follow these six suggestions in using a wiki:

- Know your audience.
- Keep your wiki up-to-date.
- Integrate the wiki with other documentation.
- Integrate the wiki within your community.
- Make organization a high priority.
- Help reluctant users get involved.