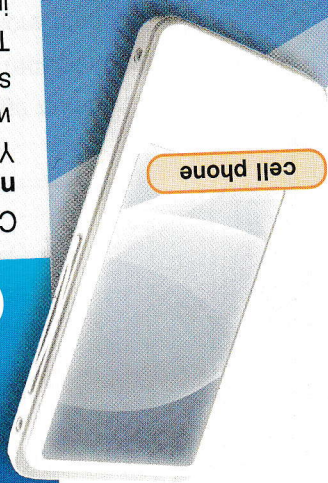


Social Business Communication

Chances are if your boss sees you on a **social networking site** at work, you'll be in trouble. You may even **get fired**. But some companies **want** their employees to use social networking sites during business hours. That's because they are using the **Internet** to improve their business communication. Of course, businesses still use **cell phones**, **faxes**, and **video conferencing** when needed. But many companies have found that using **social media** has its benefits. For example, employees can post messages about projects to each other on a social networking site. Details about new products or company **functions** can also be posted on the site. **Instant messaging** has become popular in the workplace as well. It's a fast way to communicate in real time. There's no waiting for co-workers to check their **voice mails** or emails to get a response back.



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some of the different forms of business communication?
- 2 What modern tools make business communication easier?

Reading

2 Read the excerpt from the magazine article. Then, mark the following statements as true (T) or false (F).

- 1 Businesses are using social media to improve communication.
- 2 Social media has replaced cell phones in many businesses.
- 3 Businesses use social media to update employees about projects.

Vocabulary

3 Write a word that is similar in meaning to the underlined part.

- 1 People can lose their job for reading private emails at work.
- 2 Company meetings, parties and conferences are usually held after work hours.
- 3 Sites where you can connect with people are very popular at the moment.
- 4 Check your recorded messages every day.

4 Fill in the blanks with the correct words and phrases from the word bank.

World Bank
video conferencing
social media
Internet
cell phone
instant messaging

- 1 Without the _____, email and social networking sites wouldn't exist.
- 2 Many people meet new friends online through _____ sites.
- 3 _____ allows business people to see and hear each other without traveling.
- 4 _____ is the fastest form of online communication.
- 5 A _____ allows people to make calls from almost anywhere.