MODULE VI – Effective Use of Social Media

Social networking on social media websites involves the use of the internet to connect users with their friends, family and acquaintances. Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have. The most well-known social media platforms are Facebook, Twitter, Instagram and LinkedIn. These websites allow you to share photos, videos and information, organize events, chat, and play online games.

Often, each of your "friends" (Facebook) or "followers" (Twitter) will be connected to each other. Just like in real life, the connections between people are not just one-on-one, but a network of connections. This online social network is useful for spreading information, pictures and videos and generally staying in touch with people you would not normally get to interact with all the time. For example, you can easily set up a Facebook page with details and pictures of an event you might be planning, such as a school fete. The page allows you to easily send out invitations to other users of the social media platform.

Just like other technology, for example smartphones, social media is a very effective tool for connecting with people. However, there are a few privacy and security issues worth keeping in mind.

Social media is computer-mediated technologies that allow individuals, companies, NGOs, governments, and other organizations to view, create and share information, ideas, career interests, and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

- Social media are interactive Web 2.0 Internet-based applications
- user-generated content such as text posts or comments, digital photos or videos, as well as data generated through all online interactions,
- are the lifeblood of the social media organism, users create service-specific profiles for the website or app, that are designed and maintained by the social media organization,
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups.

Social media differ from paper-based or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources too many receivers). This is in contrast to traditional media that operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers. Some of the most popular social media websites are Facebook (and its associated Facebook Messenger), WhatsApp, Tumblr, Instagram, Twitter, Baidu,Tieba, Pinterest, LinkedIn, Gab,

Google+, YouTube, Viber and Snap chat. These social media websites have more than 100,000,000 registered users.

Characteristics of Social Media

Before the term Web 2.0 was coined in 1999, Internet pages featured mostly static content such as text and graphics. Websites operated on Web 1.0 technologies, where website hosts and owners were the primary content contributors. Online information targeted a mostly passive audience that received rather than contributed content. However, with the introduction of Web 2.0 Internet technologies around the turn of the 21st century, social media venues such as blogs began to allow users to interact and collaborate with each other in virtual communities. This is more open, communal method of social media dialogue contrasted significantly with the top-down approach that characterized the early years of the web.

Specifically, social media began meeting the characteristics of Web 2.0 websites, providing a rich user experience, dynamic content, scalability, openness and collective intelligence. Active social media users could take advantage of various features that allowed them to 'like,' create and post images, and upload videos and text. Users could then share this information, either with a select group of friends or publicly across the web. However, this has also opened up social media websites to spamming, trolling and flaming by unscrupulous or less mature users. Nevertheless, social media has grown rapidly in the U.S. and around the world due to its blending of technology and social interaction for the co-creation of value.

Types of Social Media

Some of the most popular current forms of social media are social networking websites such as Facebook, which surpassed over one billion active monthly users in October 2012. There are several types of online platforms classified under the vast umbrella of social media. These categories include:

Social Networks: Social networking websites allow users to build web pages featuring personal portfolios and interests. These pages are used to connect with friends, colleagues and other users in order to share media, content and communications. Examples of social networks include Facebook, LinkedIn, MySpace and Bebo.

Visual social networks are becoming more popular, with Instagram having now surpassed Twitter in its amount of users. Data has shown that a tweet that includes an image has a 150% more chance of being shared. There are also new networks such as Snapchat and Periscope, that are slowly growing in terms of popularity, especially with the younger generations.

Web blogs: Some of the oldest and most popular forms of social media are blogs. Blogs are often viewed as online journals that order content chronologically, or by date, month, year and category. Users can also maintain "vlogs," or video blogs, featuring shared or homemade videos. Blogging websites include Word Press, Blogger and Tumblr.

Micro blogs: Micro blogs are blogging tools that feature short posts, as opposed to journal-style posts. Users are usually restricted to posting a few lines of text, or uploading individual images and videos. Micro blogging is particularly common for posting quick updates and distributing content via mobile devices. Notable micro blogging sites include Twitter and Tumblr. However, social networks such as Facebook, Google+, LinkedIn and MySpace also have their own micro blogging features.

Content Communities: Users on content communities organize, share and comment on different types of content, including images and videos. YouTube, Flickr and scribd are examples of content communities.

Wikis: Wiki websites allow a community of people to add and edit content in a community-based database. One of the best-known wikis is Wikipedia.

Podcasts: Podcasts are audio and video files available through subscription services such as Apple iTunes. The term "podcast" is a neologism derived from "broadcast" and "pod" (as in "iPod"), since Podcasts are often listened to on portable media players.Other types of social media include the following:

Rating and review sites (e.g. Yelp)

Social bookmarking or social tagging features (e.g. Digg; Stumble Upon)

Forums and discussion boards (e.g. Yahoo!; Answers)

Virtual social worlds (e.g. Second Life; World of Warcraft)

Music and audio sharing (e.g. Spotify; Pandora Radio)

Social media can also be classified by their ability to facilitate certain social functions. These social functions often involve identity, conversation, sharing, presence, relationships, reputation, and groups. Kaplan and Haenlein created a classification scheme using six different types of social media– collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. YouTube), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft), and virtual social worlds (e.g. Second Life).

Advantages of Social Media

It is crystal clear that there are advantages and disadvantages to everything in everyone's life, and that includes our social networking habits. The practical advantages and disadvantages of social media are a subject of frequent discussion. Participation in social media by the general public has increased sharply over the past nine years. In the U.S., the percentage of adults using social media has increased from 8% to 72% since 2005. Using social media is widespread across all ages and professions and is common around the world.

Social media enables users to connect with others and create a community. It's more about building relationships than simply announcing or posting and not engaging with others. It is undeniably changing the way one communicates.

Advantages:

1. Educational process

Using online social networks in the educational process has been supported by several educational technology researchers, who have emphasized the benefits of technologies. Rising of

social networking sites and a general interest in students have attracted attention to the use of internet tools to develop distance education.

2. Worldwide connectivity

We have the chance to connect with others and share information through social media. It's the communication that brings us all together, and it's easily accessible.

3. Online marketing

You can build a relationship with your customers that make them more likely to use your services. You can get the feedback right away.

4. Information spreads fast

All important things such as major news events, missing person, weather information, etc. can cover in the world in a moment.

5. It lets us share anything with others

Instead of convincing a publishing company, social media allows artists to satisfies a million people and keeps creative control for themselves.

6. It helps you to achieve your goals

If your objective is to be healthier, joining a group with the same purpose and making long-distance friends help keep you accountable can go a long way towards making those goals a reality. Encouragement and support are crucial, and Social Media can help with that.

Disadvantages:

1. Privacy problems

Sharing your online location or getting in trouble at work because of tweeting something inappropriate or sharing too much with the public can cause you some issues that sometimes can't ever be solved.

2. It changes lifestyle habits, and it is sleep disruption

Since using a social network is all done on some computers or mobile devices, it can sometimes motivate too much sitting down in one place for too long. Staring into the light from a computer or phone screen at night can negatively affect your ability to get a proper night sleep.

3. Lacks emotional connection

The quality of a conversation when using social media is unpleasant because you cannot sense the emotion or interest from the other person. It makes you wonder if they mean what they say.

4. Reduces Family Intimacy

Texting, Facebook, Twitter, etc. separate us from our families more than we actually think it does. When a family is spending family time together and watching a movie, in reality, most children are on their phones rather than watching the film with their parents.

The debate about whether social networking is good or bad is expected to continue. There is nothing to be nervous about if you and your children use social media sites in moderation. So if you or your children are worried about using social networking sites, don't be. Just keep your software update, double check information before you believe it and keep your privacy settings updated too. And if social networking is getting you down, take a break. After all, when you're using it correctly, it improves your life.

Ethics and Etiquette of social media

Social media has a much wider reach beyond marketing and technology. Other implications are rarely discussed. There are rules of ethics and etiquette for social media that must be followed.

Ethics, by definition, is the concept of what is good, bad, right and wrong. In social media, the right ethic equals the right perspective and the right thinking on how to leverage social media appropriately and how to engage people in the right manner.

Etiquette is a code of behavior within the context of our society. In social media, the right etiquette equals acting the right way. There definitely is a right way and a wrong way to use social media. Anyone who has ever been spammed (and that basically means everyone) understands this concept.

It is very important to remember that whenever you connect with a social media network, you are joining a community. In any community, there is an appropriate time to discuss business. You need to be sure to treat the people in your community with respect and kindness.

It is of utmost importance to respect the boundaries of others. Aggressive targeted marketing has no place in social media. Your motivation for being a part of the community is to give others the benefit of your experience and to build relationships with other members of your community.

The three main principles of social media ethics and etiquette are

Authenticity—people will respond positively if you are sincere.

Transparency—having hidden agendas will only count against you.

Communication—getting to know people as people and letting them get to know you.

You should always communicate in an honest and open manner. If you show others who you are and what you stand for truthfully, people will respect you and become fond of you. You will

establish rapport. Truth is an ethical value that other people respect. They, in turn, will want to be truthful with you also.

From the point of view of etiquette, you should always say who you are, mention your affiliations, and be clear about your intentions. That is proper behavior.

Transparency is essential, in business and in life. Ethically speaking, you should always share information that you feel will help others. It is a demonstration of good etiquette if you tell the truth, even if and when it is difficult.

Without communication, you have nothing. Valuable and mutual conversations get you noticed by other people. Even though your ultimate goal is to sell your products and/or services, you should never just promote your business, give your readers a hard sell or advertise blatantly. Social media is not the appropriate venue for this.

It is totally ethical to use social media sites to spread your message, a message that you believe other people will be interested in and will fulfill some need of theirs; however, you need to be very careful about your approach. Your main objective is to drive more traffic to your business through your website and blog.

You want to build relationships with others and you want them to trust you and to consider you an expert in your area. You want to be the person who comes to mind first when they have a question. Connecting with people through social media channels is not a short-term thing; it is the beginning of a great relationship that will hopefully endure for a very long time.

How to use Google search better?

Millions of people use Google search every day for a variety of reasons. Students use it for school, business people use it for research, and millions more use it for entertainment. But most people may not be using Google search to its full potential.

1. Use a hyphen followed by the word that you want to eliminate from the results.

More of a minus sign, the "-" syntax lets you skip those results which have the words mentioned after the hyphen.

2. Use quotation marks to look for the exact phrase.

Do you ever look for a quote from Shakespeare and instead get results from websites that deal in cheesy love quotes? Using quotation marks will make your search more organised and show results in which the words appear in the exact order as you typed.

3. Search for a product in a specific price bracket by using ".." between two prices.

If you want to skip out on the hassle of individually looking for products on different websites, use the syntax ".." to save you time and frustration.

4. Use colon followed by the website's name to get results from a specific website.

5. Use "define:" to ask Google for a definition of a word instead of relevant articles.

The syntax saves you a lot of time, cuts out on all the noise, and serves you with the only thing that matters- the definition of rheumatism... and other words too.

6. Use "OR" in between two search terms to get results for two things at once.

The syntax "OR" will give you results for both the keywords, separately.

7. Use "related:" to look for similar websites.

This amazing syntax will give you related website options so you can work on that assignment without citing only a single website.

8. "File type:" will spring up results that have a specific file in the document.

Whether you are looking for an mp3 or a humongous mkv video file, the syntax will give you results having that particular attachment in the web page.

9. Fine tune your results- the location and time, from the 'Tools' tab.

Just click on 'Tools' once you've made a search and lo! There it appears, out of thin air (pixels actually)!

10. Writing the postal code of a location after your keyword will yield results from that particular
11. "Intitle:" will yield results that have the keyword mentioned in the title. Alternatively, you can also type in the name of the location.

12. Use an asterisk in place of words you do not know.

If you forget things and words easily, * will come to your rescue.

13. Look for images of specific colour, size, copyright, time or type.

If you search for Deadpool and tune your result to the colour blue, it will give you images of a blue Deadpool.

14. Compare two or more things using "vs" between the keywords.

If you want to determine whether eating chicken is healthier than fish, "vs" will let you compare the two. The video tab might produce some bizarre results, but you'll be glad that you clicked on it.

Effective ways of using Social media

Most of the people spend a lot of time on the internet in order to properly research, analyze, and then create the perfect plan that will help you reach many prospects and customers in a lot less time.

Well, if you want to do that as well, then you need to know about using social media effectively.

It is really important for every single online business to know that the effective use of social media is important for them to get the customers that they want for their businesses to boost up.

With the help of social media, not only will you get more engagement for your website but it will also make sure that you have more customers as well.

That is one of the most important reasons, why people and marketers all over the world are trying to promote their businesses and content with the help of social media. You can easily use social media in order to promote the content that you have. But doing that will need some help and we are always here to help you out.

1) Visuals are a Great Deal

When it comes to tweets and posts on different social media sites like Twitter and Facebook, the more images you have, the better it will be. For maximum engagement, this is something that most people do these days.

Even if it is on a site such as LinkedIn, it is certainly beneficial to have images so that people can easily understand the posts that you make. Also, the sites such as Instagram, Snap chat and Pinterest are solely based on the images. So, it is certainly not an understatement to say that using visuals would be a really great idea for your social media engagement.

There are many people who are trying to post images and this will certainly be good news for people who want the best engagement for their posts.

2) Get a Good Headline

Whenever you are posting content on social media, the first thing that people will see is certainly the title of the post that you make. You can post all amazing and beautiful content but if the title isn't attractive, then we are afraid that your posts might not get the attention of the viewers that much.

So, it is needless to say that you might have to make some effort in creating a title that is worthy of catching the eye. You need to make sure that your titles are basically promotable and suitable for use in social media. Plus, you need to choose some of the best titles, so having just one are not enough.

So, why not have the titles in mind in advance. That way, you won't have to invest much time and effort in it. This is one of the best ways to use social media effectively.

3) Customize according to the Platform

One thing that you always need to keep in mind is that whenever you are posting some sort of content, then you need to ensure that you are using all the features that are provided at that particular social media platform. So, using images, headlines, content description and other things will be very important for the post. The ultimate goal of every single social media marketer is to make sure that they are able to catch the eye of the people.

If you try and optimize the posts that you make in the best way possible, then you can be pretty sure that your posts will be very successful and will get the attention and success that they deserve.

Let us have a look at the types of post you can try on some of the social media platforms –

1) Types of posts you can use on Instagram-

Inspirational quotes

Human Faces

Landscapes and scenery

Food

Historical photos

User-generated content

Animals

Behind-the-scenes

Real-time trends

Video stories

2) Types of posts you can try on Facebook-

Quotes

Ask a Question

Tips

Caption This Image

Fill in the Blank

Memes

Ask an Either/Or Question

Topical, Trendy Questions

3) Types of posts you can try on Twitter

Text

Photos

Video

Slide shares

News summaries

Links

4) Types of posts you can try on Pinterest

Scenic

How-To and DIY

Humorous

Recipes/Food

Cute

Novel

Mason Jars

4) Post at The Perfect Time

Well, this can be a bit of a common thing that most people already know about. But that doesn't make it any less important and that is why we shall be discussing this in here as well. There are many social media marketers who always tend to overlook this important bit of detail.It is needless to say that you need to make sure that you know when exactly to make posts on these social media platforms.

So, you need to find out the best time when most of the people seem to be active on these social media platforms. That is exactly the time when you need to make sure that you make posts. If it helps, you can also create a schedule for posting on the social media platforms so that you are not missing out on anything.

5) Make Multiple Posts

When it comes to social media posting, you need to make sure that you are regular and consistent with your posts. There are many data studies that suggest this to the people that their social media strategies should include regular posting. That means you need to post multiple times in a day.

So, you need to make sure that you are all prepared for that way. If you do that, then it will be very easy to have a proper engagement with the visitors that see your posts. However, you need to make sure that you do not overdo it. Make simple posts multiple times in a day and you will be all set for sure.

6) Ask More Questions

If you want to use social media effectively, then you need to make sure that you have much communication in the posts that you create. Now, just dropping the links will certainly not be enough. You need to make sure that you are communicating with the visitors as well.

This will increase the chances of more engagement with the people. All you have to do is ask some important questions and get to know their feedback.

One of the most important functions of social media is to increase communication between people. So, if you want to have a proper connection with the people, then asking the questions would be the best idea for sure.

7) Know the best Social Media Tools for you

To use social media effectively, it is important that you know the best social media tools for you. Some of the tools that you can use for social media automation are-

Buffer

Sprout Social

MeetEdgar

Hootsuite

IFTTT

SocialOomph

BuzzSumo

Feedly

Oktopost

Tagboard

Bitly

Tailwind

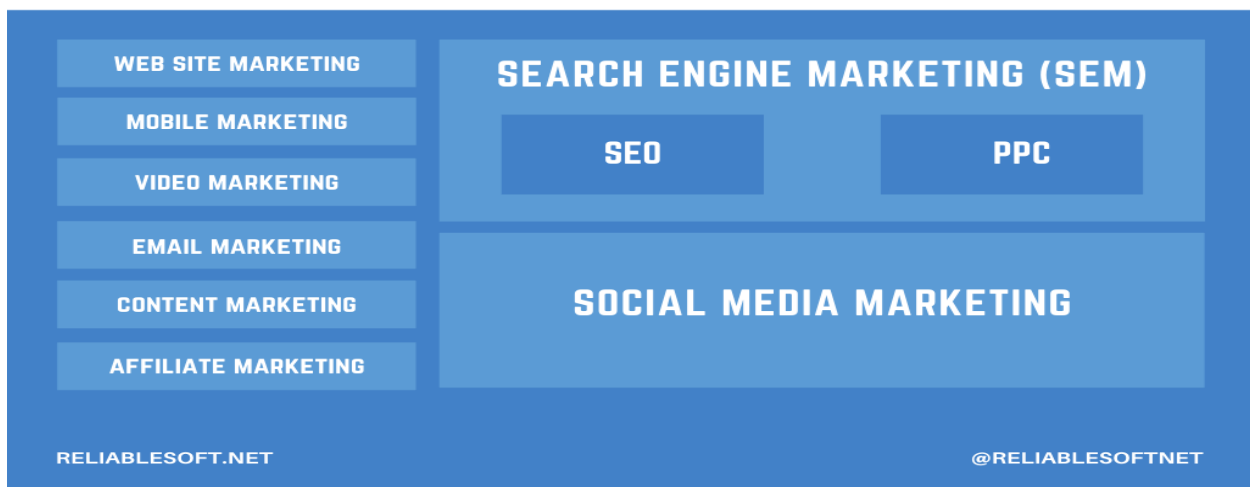**Digital Marketing**

What is Digital Marketing?

Digital marketing is the marketing process of building awareness and promoting a brand or product online using all available digital channels.

The major components of digital marketing are:

Online Marketing Channels – Website marketing, SEM (search engine marketing – includes SEO and Pay per click advertising), mobile marketing (i.e. Google Play, Apple Store), email marketing, online banner advertising, video marketing, and Social Media marketing.

Offline Digital Channels – Television, Radio, SMS, digital billboards (indoor and outdoor)

DIGITAL MARKETING COMPONENTS

WEB SITE MARKETING

MOBILE MARKETING

VIDEO MARKETING

EMAIL MARKETING

CONTENT MARKETING

AFFILIATE MARKETING

SEARCH ENGINE MARKETING (SEM)

SEO

PPC

SOCIAL MEDIA MARKETING

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There are many advantages of utilizing social media for promoting both your online or offline products and services.

- It's a fast way to spread your message – If you have a big fan base, you can tweet or post on Facebook and your message can instantly go to thousands of users around the World. In fact, social media is the fastest way (even from TV and Radio) to make an announcement or spread a message.
- It's good for SEO – There are more and more signs that social signals are indirectly used for ranking purposes by both Google and Bing.
- It's a trend – Social media is a trend you cannot ignore if you want to stay close to your customers and in synch with the latest developments in marketing.
- It's one of the ways to interact with your customers and find out what they want – With social media your customers can show that they like a product or piece of content by voting (Like, Tweet), commenting and sharing. As a marketer, you can analyze these statistics, talk with your customers, and find out how to make your products, content, or services better.

Digital marketing VS Social media

It should be clear after reading the above definitions that social media is a major component of Internet Marketing which is part of Digital marketing. If we compare the two side by side we will find that:

Digital marketing goes beyond the Internet and tries to reach people in the off-line world using digital means while social media is limited to the boundaries of the Internet.

A digital marketing strategy may include one or more components (Internet Advertising, Mobile ads, TV, SMS, etc.) while a social media strategy may include one or more social media platforms (Facebook, Twitter, etc.)

Social media is strongly associated with a content strategy i.e. you create content and use social media to promote it while digital marketing can rely entirely on banners (either on the Internet, TV, or billboards) for promotion.

Which is more important digital marketing or social media?

It depends on the type of brand, products, or services you want to promote. There are cases where other forms of digital marketing will be more appropriate to build awareness than social media. Social media is a must of every product, brand, or service that has a wide audience.

For example, if you are selling a software product, social media can help you find new customers, educate your existing customers (by sending them tips and tricks) and keep them informed about new updates, upcoming releases, etc.

If on the other hand, you are selling custom tools for farmers you can use social media as a resource to find out more about the products but your main selling point will be billboard ads on rural areas and Radio ads.

What is social media marketing?

Social media marketing is the process of promoting a product or service through various social media channels. In general, there are two ways to perform a social media marketing campaign.

The first way is free and has to do with building followers, fans, or connections by sharing useful content, running contests, and generally engaging with your users.

The second way is through paid advertising. You can use Facebook ads, Google Ads or Twitter promoted accounts to advertise your product or services on Facebook, Google, and Twitter respectively.

MODULE – VII NON-VERBAL COMMUNICATION

Nonverbal communication, also called manual language, is the process of sending and receiving messages without using words, either spoken or written. Similar to the way that italicizing emphasizes written language, nonverbal behavior may emphasize parts of a verbal message.

The term nonverbal communication was introduced in 1956 by psychiatrist Jurgen Ruesch and author Weldon Kees in the book "Nonverbal Communication: Notes on the Visual Perception of Human Relations."

Nonverbal messages have been recognized for centuries as a critical aspect of communication. For instance, in "The Advancement of Learning" (1605), Francis Bacon observed that "the lineaments of the body do disclose the disposition and inclination of the mind in general, but the motions of the countenance and parts do not only so, but do further disclose the present humour and state of the mind and will."

Types of Nonverbal Communication

"Judee Burgoon (1994) has identified seven different nonverbal dimensions:"

Kinesics or body movements including facial expressions and eye contact;

Vocalics or paralanguage that includes volume, rate, pitch, and timbre;

Personal appearance;

Our physical environment and the artifacts or objects that compose it;

Proxemics or personal space;

Haptics or touch;

Chronemics or time.

"Signs or emblems include all of those gestures that supplant words, numbers, and punctuation marks. They may vary from the monosyllabic gesture of a hitchhiker's prominent thumb to such complex systems as the American Sign Language for the deaf where nonverbal signals have a direct verbal translation. However, it should be emphasized that signs and emblems are culture-specific. The thumb and forefinger gesture used to represent 'A-Okay' in the United States assumes a derogatory and offensive interpretation in some Latin American countries." (Wallace V. Schmidt et al., Communicating Globally: Intercultural Communication and International Business. Sage, 2007)

How Nonverbal Signals Affect Verbal Discourse

"Psychologists Paul Ekman and Wallace Friesen (1969), in discussing the interdependence that exists between nonverbal and verbal messages, identified six important ways that nonverbal communication directly affects our verbal discourse."

"First, we can use nonverbal signals to emphasize our words. All good speakers know how to do this with forceful gestures, changes in vocal volume or speech rate, deliberate pauses, and so forth. ..."

"Second, our nonverbal behavior can repeat what we say. We can say yes to someone while nodding our head ...."

"Third, nonverbal signals can substitute for words. Often, there isn't much need to put things in words. A simple gesture can suffice (e.g., shaking your head to say no, using the thumbs-up sign to say 'Nice job,' etc.). ..."

"Fourth, we can use nonverbal signals to regulate speech. Called turn-taking signals, these gestures and vocalizations make it possible for us to alternate the conversational roles of speaking and listening ... ."

"Fifth, nonverbal messages sometimes contradict what we say. A friend tells us she had a great time at the beach, but we're not sure because her voice is flat and her face lacks emotion. ..."

"Finally, we can use nonverbal signals to complement the verbal content of our message... Being upset could mean we feel angry, depressed, disappointed, or just a bit on edge. Nonverbal signals can help to clarify the words we use and reveal the true nature of our feelings." (Martin S. Remland, Nonverbal Communication in Everyday Life, 2nd ed. Houghton Mifflin, 2004)

The importance of nonverbal communication

Your nonverbal communication cues—the way you listen, look, move, and react—tell the person you're communicating with whether or not you care, if you're being truthful, and how well you're listening. When your nonverbal signals match up with the words you're saying, they increase trust, clarity, and rapport. When they don't, they can generate tension, mistrust, and confusion.

If you want to become a better communicator, it's important to become more sensitive not only to the body language and nonverbal cues of others, but also to your own.

Nonverbal communication can play five roles:

Repetition: It repeats and often strengthens the message you're making verbally.

Contradiction: It can contradict the message you're trying to convey, thus indicating to your listener that you may not be telling the truth.

Substitution: It can substitute for a verbal message. For example, your facial expression often conveys a far more vivid message than words ever can.

Complementing: It may add to or complement your verbal message. As a boss, if you pat an employee on the back in addition to giving praise, it can increase the impact of your message.

Accenting: It may accent or underline a verbal message. Pounding the table, for example, can underline the importance of your message.

Types of nonverbal communication

The many different types of nonverbal communication or body language include:

- Facial expressions. The human face is extremely expressive, able to convey countless emotions without saying a word. And unlike some forms of nonverbal communication, facial expressions are universal. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

- Body movement and posture. Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.

- Gestures. Gestures are woven into the fabric of our daily lives. You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the "OK" sign made with the hand, for example, usually conveys a positive message in English-speaking countries, it's considered offensive in countries such as Germany, Russia, and Brazil. So, it's important to be careful of how you use gestures to avoid misinterpretation.

- Eye contact. Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone

can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's interest and response.

- Touch. We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

- Space. Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

- Voice. It's not just what you say, it's how you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

Nonverbal Communication Skills Examples

Avoid slouching. Sit with your back straight up against the chair or lean slightly forward to convey engagement.

Steer clear of smiles or laughter when messages are serious.

Display some animation with your hands and facial expressions to project a dynamic presence. (But avoid talking with your hands excessively, which can appear unprofessional and unpolished.)

Don't bring your phone, a drink, or anything else that could distract you during an interview or meeting.

Eliminate fidgeting and shaking of limbs.

Establish frequent but not continuous or piercing eye contact with interviewers.

Focus on the conversation.

In a group interview, shift eye contact to the various speakers.

Introduce yourself with a smile and a firm handshake. Be sure that your palms are dry.

Keep your hands away from your face and hair.

Listen carefully, and do not interrupt.

Maintain open arms—folded arms can convey defensiveness.

Modulate your vocal tone to express excitement and punctuate key points.

Nod to demonstrate understanding.

Observe the reaction of others to your statements.

Read the nonverbal signals of others. Provide clarification if they look confused, and wrap up if they have heard enough.

Refrain from forced laughter in response to humor.

Avoid looking at the clock, your phone, or displaying any other signs of disinterest.

Respect the amount of personal space preferred by your communication partners.

Rotate eye contact with various speakers in group interviewing or networking situations.

Shake hands firmly without excessive force.

Show that you're interested in what the interviewer is telling you.

Smile to indicate that you are amused or pleased with the conversation.

Stay calm even when you're nervous.

Steer clear of monotone delivery.

Wait until the person is done talking to respond.

ACTIVITY BASED LEARNING

Activity-based learning is the process of learning by doing. As opposed to asking the learners to simply listen and take notes, activity-based learning encourages students to actively participate in their own learning experience through practical activities such as problem-solving and independent investigation.
The key feature of the ABL method is that it uses child-friendly educational aids to foster self-learning and allows a child to study according to his/her aptitude and skill. Under the system, the

curriculum is divided into small units, each a group of Self Learning Materials (SLM) comprising attractively designed study cards for English, Tamil, maths, science and Social Science. When a child finishes a group of cards, he completes one "milestone".

Activities in each milestone include games, rhymes, drawing, and songs to teach a letter or a word, form a sentence, do math and science, or understand a concept. The child takes up an Exam Card only after completing all the milestones in a subject. On a common chart, the milestones are arranged in the form of a ladder and the child knows exactly which milestone he completed in the last lesson.

This is a child-friendly way to evaluate and reinforce learning. If a child is absent one day, he/she continues from where he/she left unlike in the old system where the children had to learn on their own what they missed out on.
Activity-based learning is closely related to Experiential Learning and Personalized Learning.

Blended Learning

Sometimes, a combination of working with physical objects (for example in a learning/experiential lab environment) along with learning with the help of technology is used for overall development of children. In such cases, the technology can be used as an enabler or as a reinforcement tool to aid in learning. This type of learning methodology is called Blended Learning. Blended Learning can also use Machine Learning and other such technologies to implement Adaptive Learning.

By encouraging the students to explore experiment and learn independently through activity-based techniques, such as

- Exploration – gathering knowledge and acquiring skills through active investigation.

- Experimentation – gathering knowledge through experience.

- Expression – encouraging kids to express their views through presentation.