



ABC ATHLETICS

A NEW & IMPROVED ORGANIZATION

Final Project

By Wynter Aiken

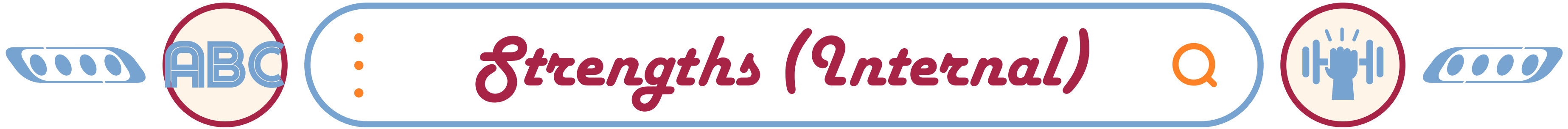
Comm 500 Media & Society

PERSONAL STATEMENT

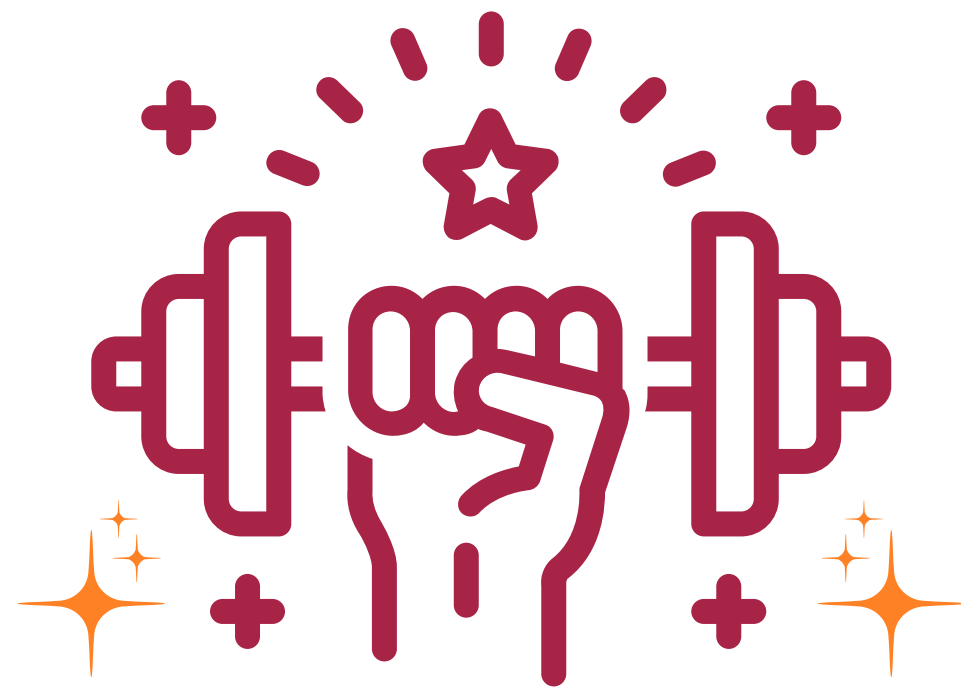
Before I begin my presentation, I wish to share with you my personal goals as a Communications Specialist:

As a communications professional, I aim to become an Email Marketing Specialist for successful Beauty Brands.





Strengths (Internal)



I aim to kickstart my career as an email marketing specialist, I will highlight my strengths and weaknesses to my career advancement to achieve this.



Media and Communication Skills

- Knowledge of AP Style for online writing content
- Excellent Oral Communication Skills
- Confident in writing abilities for various online publications
- Proficient knowledge of social media platforms
- Time management skills
- Competent understanding of SEO practices



Visual and Digital Storytelling

- Knowledge of Canva Design
- Thorough Research Skills depending on the subject matter (e.g., magazine features, beauty content)
- Strong ability to create attention-grabbing content.

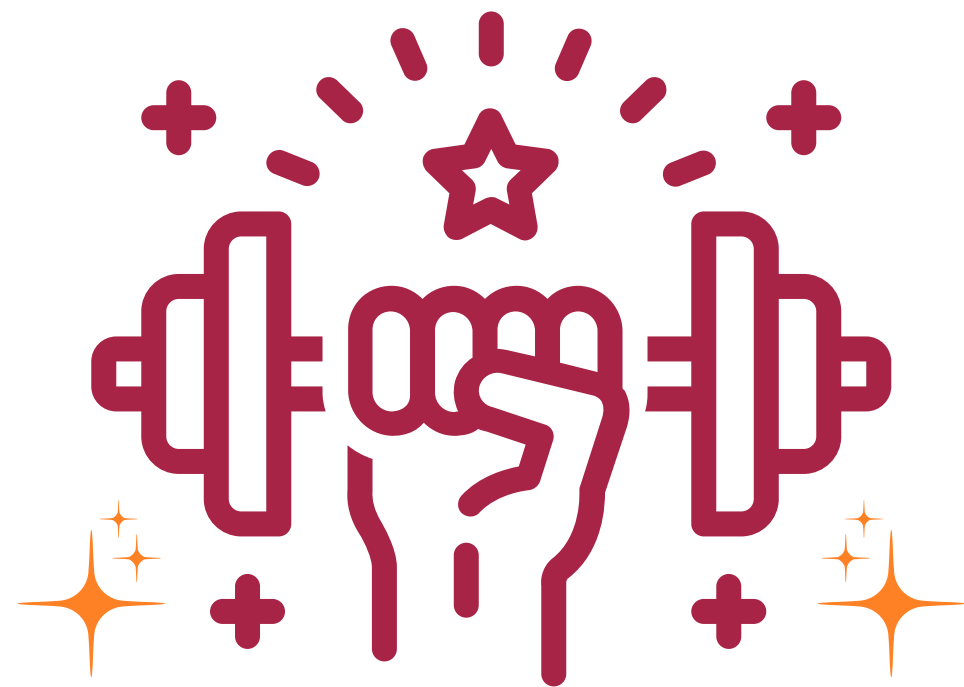


Excellent Socialization Skills

- Strong interviewing skills
- Ability to work with other publishers, editors, and writers



Weaknesses (Internal)



I aim to kickstart my career as an email marketing specialist. I will highlight my strengths and weaknesses, to my career advancement to achieve this.



Copywriting Content

- Lack of copywriting skills
- No prior examples of beauty copywriting content.



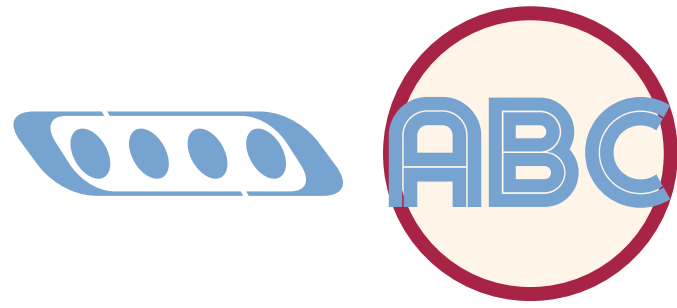
Digital Media Marketing

- Lack of extensive knowledge of digital media (currently learning)
- No extensive knowledge of TikTok. Only Facebook, Instagram, and Twitter



Email Marketing Campaigns

- No prior examples of beauty copywriting content.
- No prior examples of email marketing content with beauty brands
- No previous examples of beauty brand campaigns
- No previous examples of email segmentation lists



Opportunities (External)



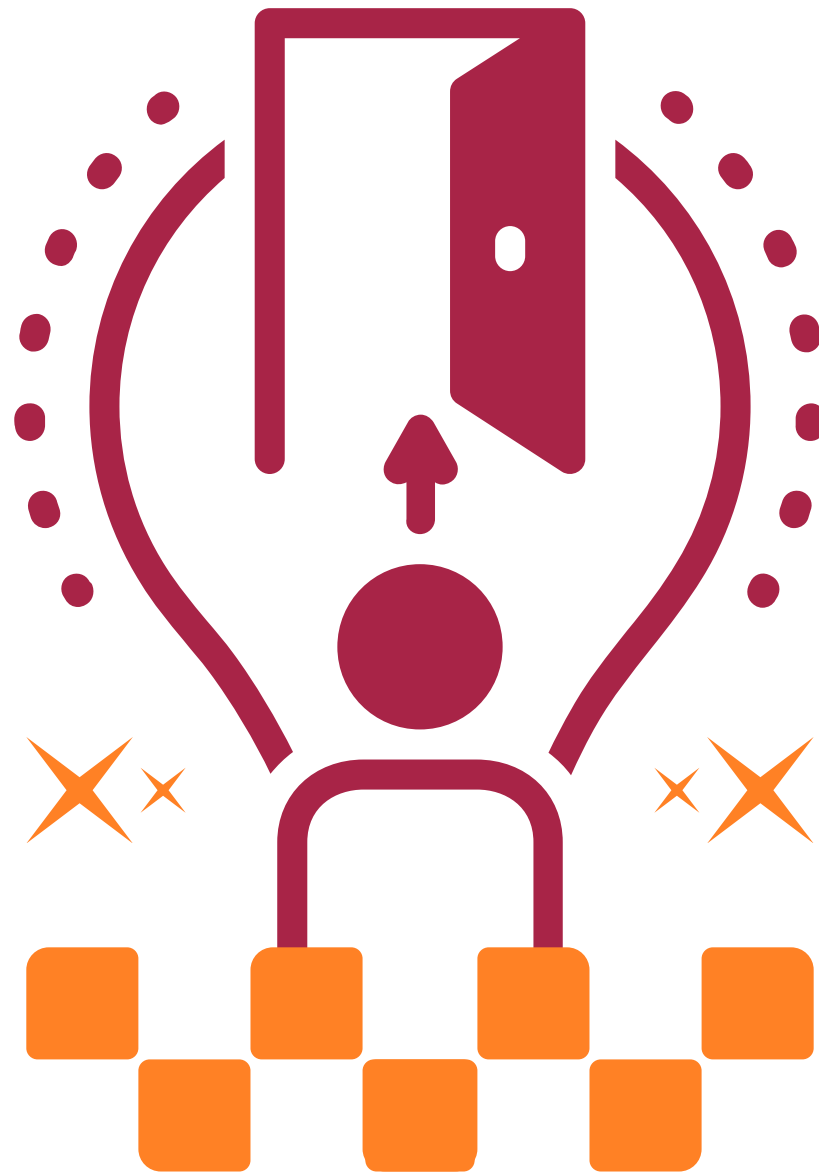
Brand Expansion

- Personal brand and publishing company Rahway Girlz Publishing has the potential to grow not only in publication staff but also in novels, merchandise, partnerships, and sponsorships.



Management of Various Teams

- Work closely with and manage content marketing experts or digital marketing specialists in design, copywriting, and data security, making collaboration crucial.
- Execute marketing trends for customer engagement.



Hands-on Work for Professional Growth

- Job opportunities to work closely with content creators as partners and interns
- Work closely with prominent industry brands to improve engagement with marketing emails (promotional emails, lead nurture campaigns, newsletters, etc.).
- Design email marketing campaigns to expand brand recognition through email lists and subscribers.





Threats (External)



Cybersecurity and Data Breach Risks

As an email marketing specialist, I would work on the computer almost daily. With the high risk of fraud and data breaches, email hacking and cyber securities breaches can occur (Olenski, 2018). My email password also being hacked is a huge risk that could jeopardize my work with a client/brand.



Rapid Technology Advancement

Technology is constantly advancing from traditional media like newspapers to social media. With rapid technology and the growth of AI, it can replace human email marketers. I have also noticed that many job offers are from companies that offer courses of AI learning.



Competitive Job Market

If you are an email marketing specialist, you have the opportunity to work with well-known and established brands. I am interested in pursuing a career in the beauty industry and want to work with skincare brands. However, the competition for jobs in this industry would be high, particularly in locations such as New York or California. Since I don't have any current work experience or internships in digital marketing, my chances would be slim.



Timeline 2023-24

To fully adapt to a career in digital marketing, I decided to change my path but still keep in mind my strengths, weaknesses, opportunities, and threats. While I do not plan to maintain my plan of taking classes on LinkedIn once my first set of courses at SNHU ends, I will instead concentrate on joining a writer's and entrepreneur online collaboration app called BLKWomenHustle App.

They offer black women the opportunities to join groups, collaborate on writing projects, provide internship opportunities, and I can join events both online and offline. I have also applied to a few internships for digital marketing, including social media marketing and email marketing. I plan to have an internship lined up by the first half of the new year, but if not, I will fully concentrate on my courses and my contributing writing job.



“THE NEW & IMPROVED ABC ATHLETICS”

Milestone One
Contemporary Communication
Traditional Communication
New Media Strategies
Theories & Concepts



LEBRON JAMES
PHOTO CREDIT: ESPN.COM



SCENARIO 1

“STAR AND SHINE” MEDIA CAMPAIGN WITH LEBRON JAMES

A "Star and Shine" media campaign with high-profile basketball player LeBron James could be the key to success for ABC Athletics. By collaborating with James, who has extensive connections in the business and sports worlds, ABC Athletics could gain the leverage it needs to succeed. This partnership could bring in more celebrity, influencer, and sponsor awareness while attracting young LeBron James fans to join the ABC Athletics program. This interaction would generate interest from both new and existing fans and boost the sales of any merchandise produced by ABC Athletics. "The more a media brand can deliver consumer experiences across different usage scenarios and platforms dependably, the more a consumer trusts the brand. For example, the following subjects stressed how consistency and good experiences led them to trust certain media brands" (Chan-Olmsted & Kim, 2023).

Contemporary and Traditional Communication

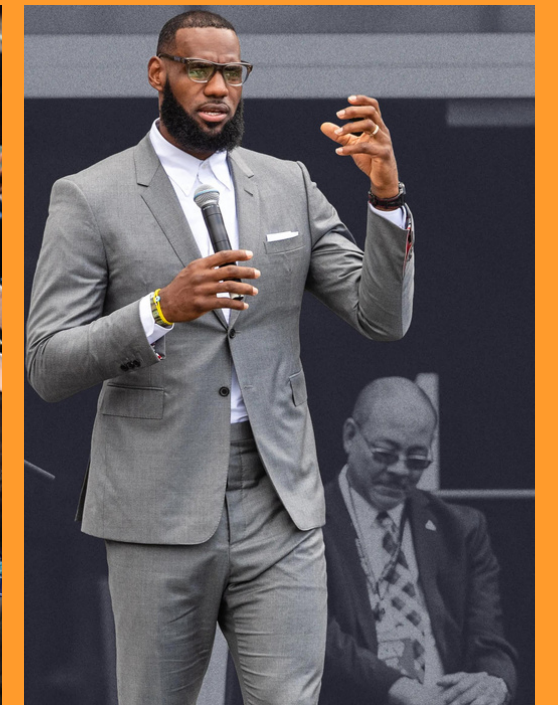
Lebron James Partnership

A-List Collaborations (Contemporary)

- Instagram Live with John Smith to introduce “Star and Shine” merchandise for ABC Athletics store
- TikTok video of Lebron wearing merchandise tagging sports brands for potential collaboration
- The Lebron James Family Foundation email campaign welcomes a new start with ABC Athletics family and students

Amplifying Brand Reach (Traditional)

- In-person appearance for sports events at ABC Athletics headquarters
- Local newspaper advertisement with Lebron shaking hands with John Smith and interacting with fans
- Billboard advertisement Lebron James pictured at ABC Athletics with tagline “Star and Shine” in bold font
- Sports Radio broadcast appearance with John Smith and Lebron James



SCENARIO 2

LOYALTY & EFFECTIVE COMMUNICATION

“ATHLETICS & ME” TELEPHONE MARKETING CAMPAIGN WITH DIRECTOR SALLY JONES



Director Sally Jones could work with the marketing team to establish a telephone marketing campaign named "**Athletics and Me.**" This campaign aims to connect with consumers and receive real-time feedback, as Quain's 2018 article mentioned. ABC Athletics could improve communication with its target audience by listening to customers' positive and negative views.

These options might seem transactional, but they would help ABC Athletics ensure its brand is visible across all platforms and connect with a wide range of consumers. These consumers include those who still prefer traditional media such as newspapers and radio and those who listen to sports radio during their daily commute or at work.




New Media Strategies

LinkedIn Link-up: A Networking Connection



In order to grow beyond its current state, ABC Athletics needs to adopt effective new media strategies. In today's digital age, leveraging various traditional and modern mediums such as Facebook posts, text advertisements, newspaper ads, or email campaigns can help organizations reach millions of potential customers quickly. As Jamil et al. (2022) noted, "Consumer behavior is influenced by value, so when a consumer constantly receives value, it leads to consumer loyalty toward that brand" (p. 1). However, establishing a deeper connection with the target audience is crucial for better growth and establishment. To achieve this, ABC Athletics needs to craft messaging that resonates with its beliefs and values and engage with the audience meaningfully for future progress.



Networking platform LinkedIn as a new media strategy would improve brand awareness and enable ABC Athletics to connect with sports organizations worldwide. By making deeper networking connections, "LinkedIn allows each user to build a network focused primarily on professional connections, differentiating it from other sites like Facebook and Instagram" (Cooper & Naatus, (n.d.)) ABC Athletics' message of unity would spread positively and effectively.

Scenario 3



ABC

“VALUE THE ABC ATHLETICS BRAND”



Milestone Two

Ethics

Values

Effective Communication

Ethical Communication

Methods



"OUR BEST PUBLIC SELF"

Establishing ethical standards is crucial for organizations to ensure that every staff member, department, and brand community adheres to them. ABC Athletics has built its brand around assisting young athletes in achieving their dreams, with a code of ethics that revolves around helping individuals succeed.

They must prioritize honesty, fairness, and transparency when communicating with the public and parents about their child's future in sports. ABC Athletics is responsible for demonstrating a business and brand culture that values its people from within. Rodsevich (2023) states, "Customer bonds with brands can last a lifetime if they can see that a business communicates honestly and respectfully."



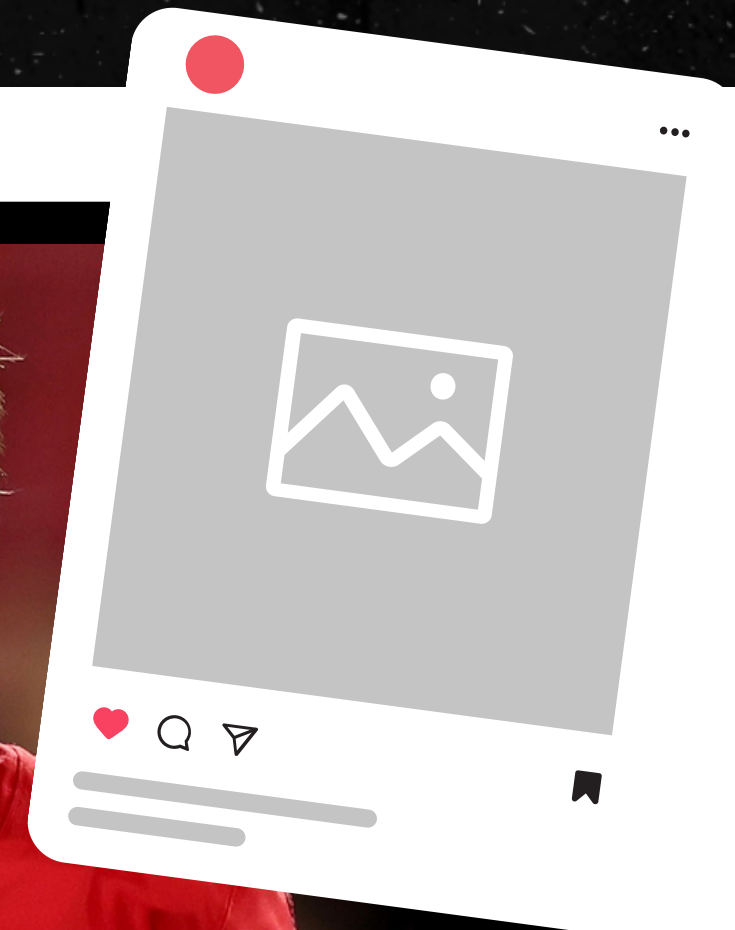
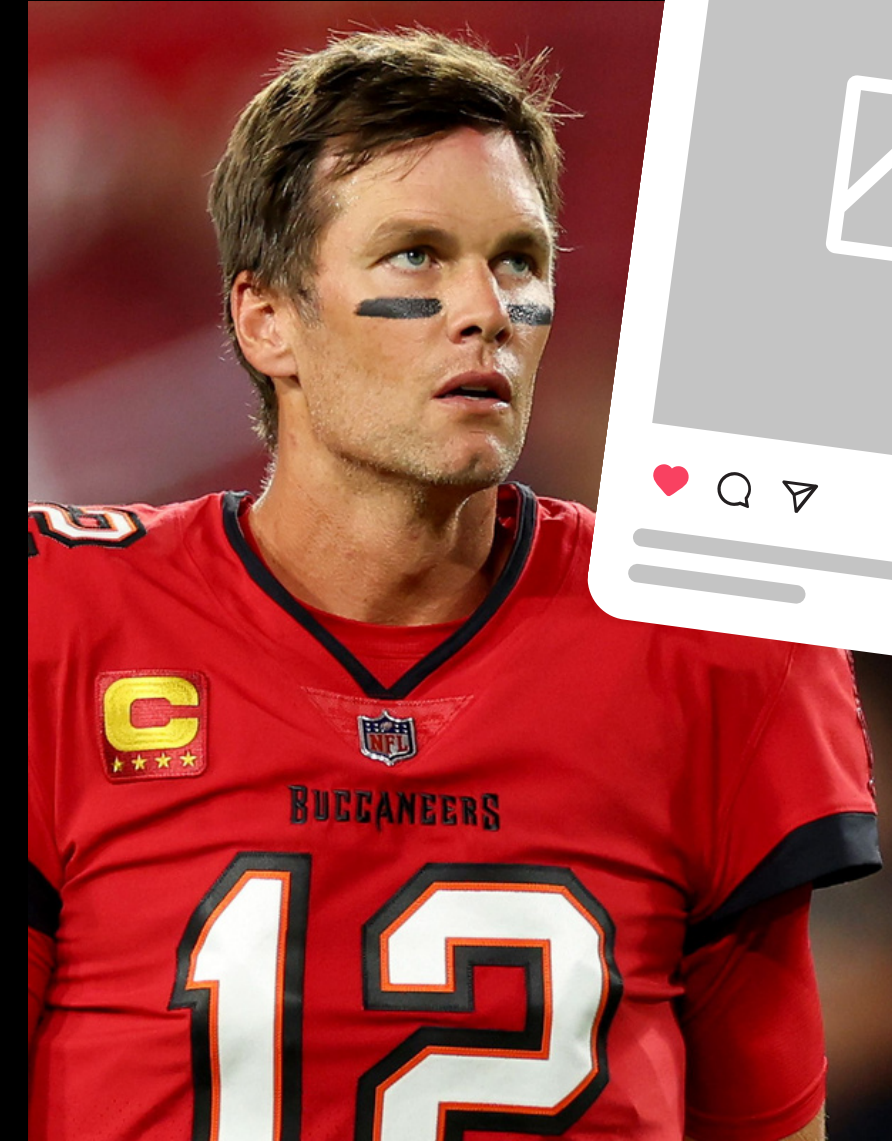
SCENARIO 1

INSTAGRAM INTERN POST ERROR

TOM BRADY OR “TOM JACKSON”

As the organization's owner, John Smith is primarily responsible for ensuring that any information broadcast to the public is truthful and accurate. For instance, if an ABC Athletics social media intern mistakenly posts an Instagram update regarding an upcoming merchandise release press conference featuring Tom Brady but mentions Tom Jackson instead. John would immediately have the incorrect post deleted and corrected. This is because the customers who follow ABC Athletics on Instagram have already seen the original post. By the time the new post goes up, they may expect Tom Jackson to attend the press conference instead of Tom Brady.

A simple mistake can lead to a chain reaction of apologies, reposting, clarification, and reaffirming that Tom Brady will still attend the event. Regardless of the size of the error, the company's integrity is crucial regarding ethical issues. If ABC Athletics were to deny the mistake, it could damage their reputation. Even a minor error in a widely liked Instagram post can significantly impact a brand's image. In today's fast-paced communication environment, social media errors are immediately noticed. However, honesty remains the best ethical policy.



TOM BRADY. PHOTO CREDIT: NPR.ORG

SCENARIO 2

INTERNAL EMPLOYEE CONFLICT

HUMAN RESOURCES DIRECTOR RON GREEN RESOLVES EMPLOYEE CONFLICT

The Human Resources Director, Ron Green, has arranged a meeting between the Public Relations Manager, Sammy Gorden, and the Marketing Director, Jerry Matthews. The two have been having disagreements about the email marketing campaign for Serena Williams, Gorden's client, and the newly enrolled children of the ABC Athletics program. This has created tension in the office, and Ron Green needs to ensure that all employees feel safe, heard, and respected. This is crucial for the overall image of ABC Athletics. The conflict can escalate to uncontrollable means (Alfikri, 2016).

Ron Green suggests that both parties compromise and find a mutual communication medium to resolve the issue. For instance, he proposes a three-page Sports Illustrated feature of Serena Williams pictured and chatting with the newly enrolled children, with their parents present. This will showcase ABC Athletics' passion in their carefully calculated marketing strategies. An organization needs to be fair, even when employee conflict exists. As per Sayed in 2022, HR leaders can play a greater role in organizational success by developing ethical policies that align with the organization's values, goals, and mission.



SCENARIO 3

GRIEVING FAMILY TELEVISION COMMERCIAL

COMMUNICATIONS DIRECTOR SALLY JONES HEADS EMPATHETIC SPORTS TELEVISION COMMERCIAL

ABC Athletics must show empathy and compassion when necessary to maintain its status as a beloved organization. Being perceived as inhuman or unempathetic to its audience can harm customer growth and consumer engagement (Fuller et al., 2021). For instance, the communication director Sally Jones has called a meeting with all employees to announce the unfortunate passing of one of the children in the ABC Athletics program. Instead of a simple statement, Sally and her team suggest creating a television commercial featuring all the program recruits wearing ABC Athletics T-shirts. A tribute to their fallen star would be presented at the end of the commercial. The commercial would be uploaded across all social media platforms and aired during Monday night football commercials. Sally Jones' marketing plan would demonstrate empathy and compassion towards the grieving family and highlight ABC Athletics' family-oriented approach, resulting in global publicity.

"Empathy seems an important, if not necessary, skill for communication professionals (e.g., those tasked with internal or external communication, public affairs, or public relations) because effective interpersonal interactions are intrinsic for reaching organizational goals" (Fuller et al., 2021). If the commercial were to gain heavy traction, it would be shared and reposted by huge influencers via modern communication media like social media platforms. It would also be a talking point for traditional communication media such as television news, radio, and newspapers.



SCENARIO 4

INSTAGRAM VIDEO ETHICS CONTROVERSY

INSTAGRAM VIDEO SHOWS “ CHIEF EXECUTIVE” AT ABC ATHLETICS ATTEMPTING FINANCIAL FAVOR FROM ANOTHER ORGANIZATION EXECUTIVE

In an anonymous Instagram video, Jason Cornwall, the Chief Executive Officer, was seen asking a top executive from a competing athletic organization for a favor in exchange for future compensation of their choice. The video showed the two in what appeared to be a private meeting, with Cornwall soliciting a financial donation towards an **"ABC Athletics merchandise exhibition."** Neither the amount of payment nor the details of when the exhibition would take place were disclosed. The executive later revealed that the donation was for over one million dollars. The Instagram video was taken down only after it had received over 1,000 comments and 50,000 views.

An incident like the one described would not only be an ethical and company policy issue for a high-ranking employee but also an extreme case of workplace misconduct. Cornwall's request for a financial favor in the name of ABC Athletics is highly inappropriate and unacceptable. “The use of social media should be governed by ethical principles that apply universally, resulting in harmonious relationships regardless of race, culture, religion, or social status” (Barrett & Lynch, 2020). As a Chief Executive Officer, his actions reflect the company's image and reputation and could cause significant damage on an ethical scale. This incident could lead to a public relations nightmare, termination of the employee, possible legal action, and an internal meeting with employees and management. “Unethical leadership can create a toxic workplace culture, where leaders who think nothing of taking bribes, manipulating sales figures and data, or pressuring employees or business associates for personal or financial favors will feel nothing of disrespecting and bullying their employees” (Nazares, 2023).





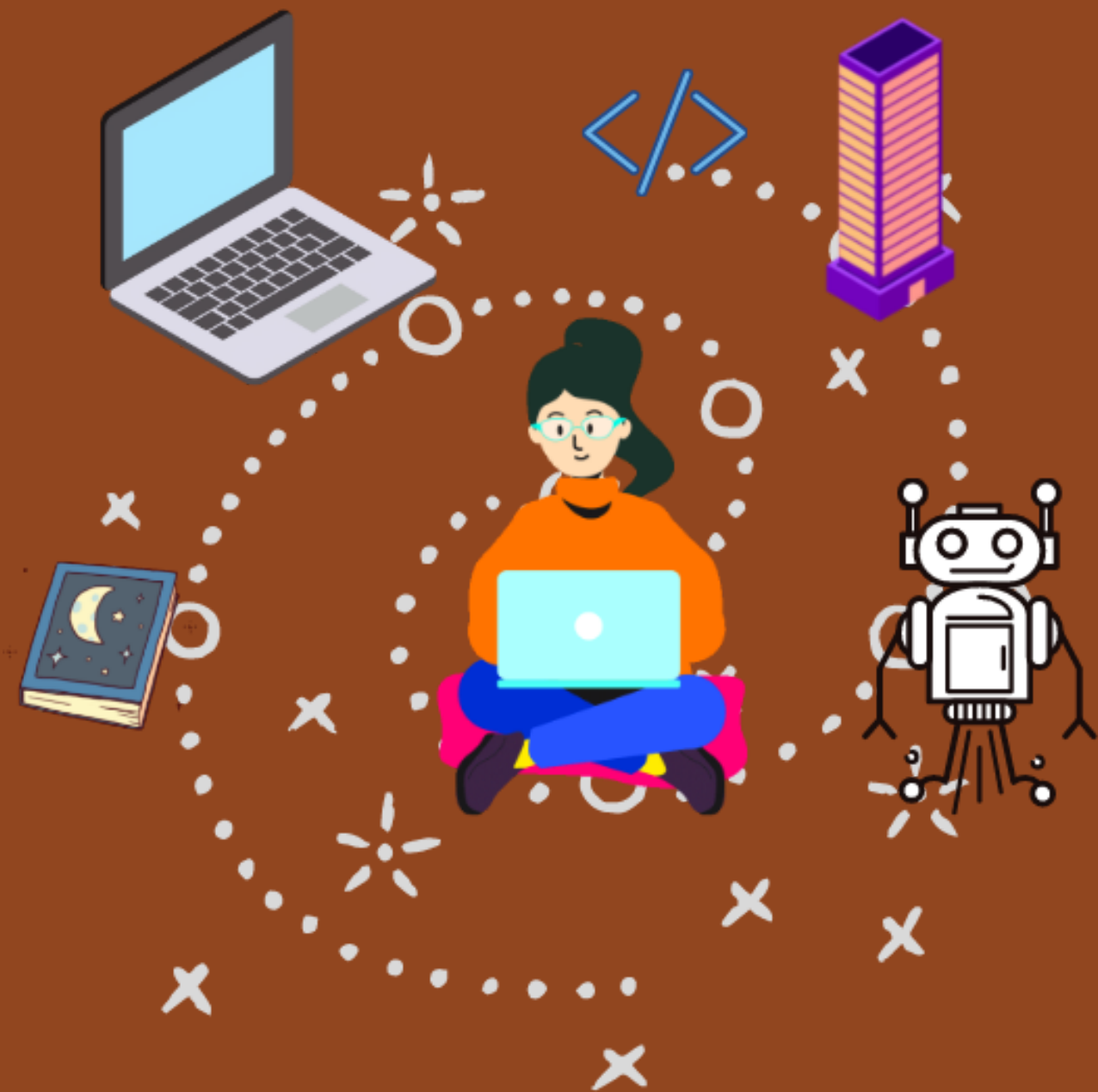
ABC ATHLETICS

MAINTAIN A COMMITMENT TO ETHICAL STANDARDS

To prevent similar incidents from happening in the future, ABC Athletics should prioritize preserving the company's integrity and emphasize the significance of employee conduct. Failure to do so could result in the company facing determination and possible legal action, hence the need for a stronger ethics code. While a company cannot control an employee's actions, monitoring what is posted in the organization's name - especially when it concerns employees - is crucial. The company's ethics code should act as a moral compass for employees facing ethical dilemmas (De Zoysa, 2022). Furthermore, ethical behavior will help the organization maintain its reputation for high professional standards and values. These aspects demonstrate that workplace ethics is essential for the organization, setting the stage for success. However, some challenges must be addressed carefully before they become necessary.

To mitigate these challenges, ABC Athletics could suggest a vetting policy for all social media activities of its employees, especially those done after work hours. The company should also disclose that this is not a privacy violation but a company protection policy that meets ethical standards for all. Without trust and open honesty, it creates a lack of transparency from any customer, client, student, parent, or employee that the organization has.

“THE EVOLUTION OF TECHNOLOGY”



Milestone Three
Family Environment
Educational Sector
Remote and Contemporary
Workplace
*Evolution of Communication and
Technology*

SLIDE A

HOW TECHNOLOGY AFFECTS THE FAMILY ENVIRONMENT

THE FAMILY DYNAMIC IS FOREVER CHANGED BECAUSE OF TECHNOLOGY

Technology has become essential to our daily lives, transforming how we work, communicate, and entertain others. Although technology offers us many benefits and conveniences, it unfortunately impacts family dynamics. “It can create innocent misunderstandings, distrust, and loneliness among family members” (Gushee, 2023). Technology has enabled us to connect instantly, even across great distances, through text messages, video calls, and social media. However, this convenience can sometimes come at the cost of face-to-face interactions, essential for personal and intimate conversations.

A text message, for example, can be easily misinterpreted because it needs the tone and context of face-to-face communication. Even a simple greeting like **"Hello"** can be perceived as negative if the receiver misinterprets the tone of the message. In such cases, the sender may need to clarify their message, leading to further communication. “It’s easy to become distracted by text messages, emails, and social media updates. When conversations between family members are constantly interrupted by technology, it is difficult to **“be in the moment”**” (Gushee, 2023). Misinformation can also hinder the progress of technology. However, it can be a powerful marketing tool for brands and companies like ABC Athletics to raise awareness about new programs, events, business plans, fundraisers, confirmations, and schedules and improve communication between families and staff members.

Additionally, location services provided by social sharing apps allow us to ensure the safety of our loved ones! “The distance can have profound effects, and tracking a family member’s location in an emergency can greatly assist. Location tracking allows parents to teach their children as soon as possible if they encounter any mishaps on their way” (Singh,2023). Technology has its positives and negatives, but for people to remain close, limiting technology would be best.



SLIDE B

EDUCATION IN AND OUT OF THE CLASSROOM HAS EVOLVED WITH TECHNOLOGY

THE EDUCATIONAL SECTOR HAS ADOPTED TECHNOLOGICAL METHODS

Traditional learning methods, such as printed textbooks and chalkboards, are no longer the only options for education. Technological advancements have revolutionized how we learn, introducing tools such as tablets, smartboards, and iPads. These digital learning tools have made education more dynamic and interactive for students and teachers. They have also made learning more accessible and affordable, with discounted prices for learning materials online compared to in-store (Cruz, 2023). Furthermore, remote learning has advanced significantly, allowing virtual students to learn at their own pace and on their own schedule. For example, suppose a college student wants to attend the University of Arizona, given that it has an online program. In that case, students have the option of both in-person and virtual learning. Teachers can also grade assignments, make announcements, and offer student resources all in the comfort of their homes. Technology has made the educational sector one of convenience and for some-more affordable.

The advancement in technology has given students the opportunity to learn beyond the classroom. For instance, if students want to learn about influential personalities or famous landmarks, they do not necessarily need to be physically present (Cruz, 2023). They have several technological options like Google Earth for images, virtual tours of museums, the ability to email people associated with influential personalities, and even experience virtual reality to interact with historical or scientific events. Teachers and professors also have the opportunity to create a more engaging and immersive classroom experience using technology-based methods. Smartboards and iPads allow teachers to incorporate digital graphics, text, PowerPoint slides, and interactive games, which is especially handy for younger students. This makes learning more enjoyable and interactive, ultimately enhancing the overall educational experience.



SLIDE C

CONTEMPORARY WORKPLACE AND REMOTE WORKING A TECHNOLOGY EVOLUTION

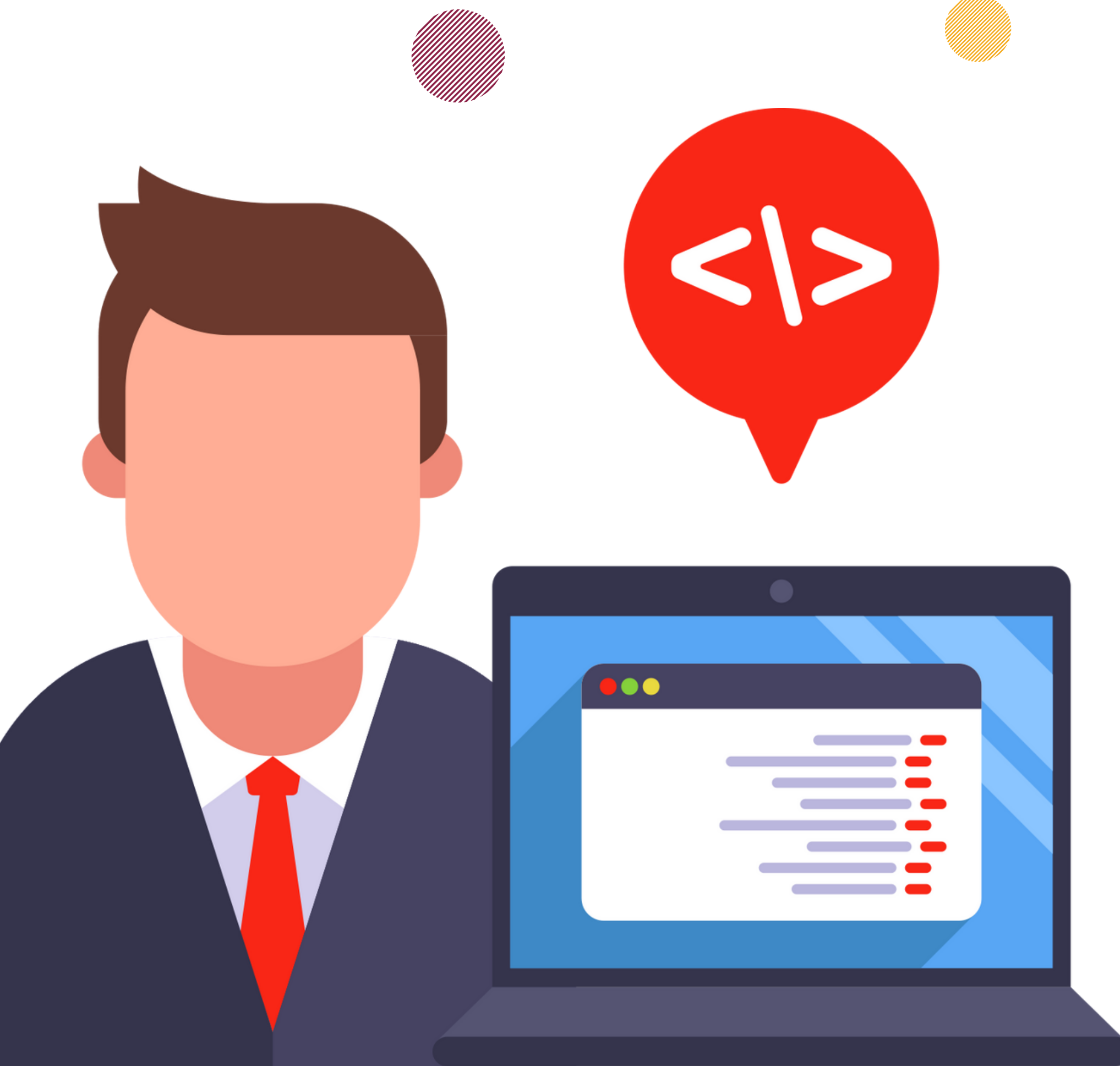
THE WORKPLACE AND REMOTE WORKING HAS INCORPORATED ADVANCED TECHNOLOGY

The traditional work desk has become a thing of the past in our current age of technology. Communication has evolved significantly, and remote working has become increasingly popular. CEOs can now create business proposals and sign exclusive contracts in a matter of seconds from their computers. Face-to-face communication with colleagues is not as essential as it once was. Instead, a simple email, text message, or message board post can convey the message no matter the time and distance, regardless of the recipient's state and even country. Thanks to technological advancements, cloud computing programs like OneDrive and Google Drive have made it possible for companies to collaborate with employees from different departments worldwide (Remo, 2018). With these programs, sharing important documents, reducing IT expenses, and storing crucial files has become more accessible and convenient than ever before.

Incorporating advanced technology can bring many benefits to companies, including the option of remote working. Remote work can be much more convenient for employees who have personal responsibilities such as taking care of family, children, or elders, or those who face higher expenses in commuting to work. Additionally, companies can save money by closing their buildings and avoiding property taxes. Employees can also save on gas and other expenses related to commuting and even have their lunch delivered to their doorstep, all while being ready for the next Zoom meeting. Remote working has become increasingly popular in recent years, with many benefits such as flexibility and convenience. However, it can also have negative effects on a person's mental health due to the isolation it brings. Sitting at a desk for long periods of time can be tiring and unproductive, which is why face-to-face interaction is often preferred. In addition, remote working can lead to connection issues, data breaches, hacking, and safety concerns such as theft. For instance, a Zoom meeting could be disrupted if the internet connection is lost, causing inconvenience to all participants. Moreover, working remotely in a public place can make an employee vulnerable to theft and other crimes. Despite these challenges, remote working has become a norm, especially with the COVID pandemic. Technology is constantly advancing and changing the way we work, and it is important to adapt to these changes while also being aware of the risks involved.



Slide 1



ABC ATHLETICS' S DIGITAL MEDIA TOOLS FOR SUCCESS

THE COMMUNICATIN' S TOOLBOX

In the new era of digital technology, ABC Athletics can expand its reach with the help of various digital media platforms. The company is now more than relying on newspapers and magazines to convey its message. Using modern communication strategies, ABC Athletics can attract more students to its programs, secure additional sponsorships, and form partnerships with influencers and celebrities. Digital media tools like Google and Microsoft can help businesses determine where their website traffic is coming from and who is searching for their products or services (Abimbola, 2023). Access to such information can be used to grow the business and boost its reputation. A communication professional can help choose the best formats that align with specific goals and improve the organization's image (Abimbola, 2023). Social media platforms like Facebook, YouTube, and Instagram are popular mediums that can be used to reach out to customers through advertisements. This can help organizations expand their consumer base and establish a stronger presence in the market.

ABC Athletics could also benefit greatly from using blogs. They could utilize this platform by creating a photography blog for sports events, which the ABC Athletics marketing teams would host. By capturing real-life images of sports stars interacting with students, they could create a great promotional opportunity and advertising benefit for both ABC Athletics and the photographer. "Not only does blogging drive website traffic and promote your products and services, but it also helps you build trust with your potential customers" (Wainwright, 2022). This would also give fans, customers, and new consumers the chance to fully connect with the organization by getting a behind-the-scenes look at how ABC Athletics completes exciting projects.

Slide 2

NETWORKING AND COLLABORATIONS THROUGH HUMANITARIAN WORK



The use of digital media is highly essential for collaboration efforts. Social media, for example, can bring situational awareness, especially since a post from a charity or organization can share links for donations for followers to click on. For instance, if ABC Athletics were to volunteer with the American Red Cross for a charity event, Jon Smith as Owner could bring in not only his business associates to host the event, but the event would bring in many donators, activists, sports fans/enthusiasts, and awareness brought on from social media posting, sharing, comments, and more. “Volunteering adds a positive connotation to the brand and resonates with consumers on a much larger scale. It shows that the company is interested in more than just making money and is concerned about the environment, the society, or the minority groups it supports” (Farmiloe, 2023).

If ABC Athletics used crowd-sourcing platforms such as GoFundMe for donations to global humanitarian organizations, their influence would grow tenfold and show humanity in its marketing efforts. Precautions would also need to occur, especially since scammers use humanitarian efforts for thievery. Many businesses remain neutral during a crisis, fearing repercussions that may arise from publicly taking sides, particularly when the crisis is political. However, by making efforts to contribute towards global change, ABC Athletics can enhance its reputation and strengthen the community.

Slide 3

ABC ATHLETICS STANDS FOR DIVERSITY AND GLOBAL AUDIENCES

Sports has great influence worldwide, and ABC Athletics can leverage communication channels such as Slack and WhatsApp to connect with young international sports stars. This will enable them to arrange business marketing meetings, collaborations, and merchandise releases. By adopting these communication efforts, ABC Athletics can become more than just a regular program and cater to the children and families they serve. ABC Athletics can reach new markets by expanding beyond domestic borders and tapping into cross-cultural, international markets.



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