

## **Technical Writing**

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### **A) Interview skills**

#### **What are interviewing skills?**

Interviewing skills are your ability to interact with the employer or interviewer and show them why you are the best-fit candidate for the job role. Your interview skills give an interviewer insight into how you will communicate in the workplace and solve problems. It also shows if you can actively listen and be honest in your work. All these factors tell your potential employers how well you will fit in their work environment.

During your interview, the employer may pay attention to your answers and the non-verbal cues you use while answering questions. For example, if you tap your foot while talking, it may show that you are nervous. So, this skill set helps you highlight the best features that can differentiate you from other candidates with similar qualification and work experience.

#### **Why are interviewing skills important?**

Interview skills are important because they give your potential employer confidence that you can perform the job duties and accomplish your daily goals. Additionally, the skills you showcase during your interview help an employer determine and validate if your qualifications, experience and

personality meet their requirements. For example, an employer may prefer interview skills like excellent verbal communication and confidence when hiring for a customer service representative role, as the job role requires a candidate to communicate confidently with their customers.

### **Examples of interview skills**

An interview provides you with an opportunity to show the interviewer the soft skills you have that will make you a valuable asset to their company. Here are a few examples of skills you can use during an interview:

- **Research capabilities**

Good research capabilities help you perform well in an interview. For instance, you can read and analyse the job description and customise your resume based on that research. You should also do your research on the company you are interviewing for. That way, when the interviewer asks you questions like “Why do you want to work for this company?”, you will be able to provide an informed answer that shows the employer you are the best-fit candidate for their organisation and its culture.

As part of your research, you can visit the company website, read the latest news about the company and talk to some of their employees.

- **Interview questions preparation**

Some basic interview questions are fundamental to almost every job role. It is always a good idea to practise such questions before facing your potential employers. Preparing beforehand for questions like “Tell me about yourself”, “Why should we hire you?”, “What are your greatest weaknesses?” or “Do you have any questions?” is an important interview skill, as it shows your attitude and seriousness about the job role. If you are applying for a

technical role, make a list of commonly asked technical questions for that job role and practise them.

The more you practise, the better answers you can provide during the interview. Moreover, craft your own answers instead of copying and pasting generic answers from the Internet.

#### ▪ **Verbal communication**

During an interview, employers may pay close attention to your tone and pitch. They want to see if you can communicate your ideas clearly and cohesively. Talking too fast can make you look anxious. It also prevents you from conveying your message clearly. The ability to speak calmly to make sure that others can understand you is a skill that you can develop through practice.

#### ▪ **Non-verbal communication**

From the moment you walk into the interview room, employers will pay close attention to the non-verbal cues you portray. Non-verbal communication includes body language, posture, gestures, facial expression and eye contact. For example, if you sit with crossed legs or arms during the interview, it shows that you are nervous and anxious. Being able to maintain eye contact and have a smile on your face is important in order to succeed in an interview.

#### ▪ **Time management**

Time-management skills are important because they show that you can plan, prepare and organise your time. You should reach the interview venue at least 10 to 15 minutes ahead of time and keep track of the time you spend answering each question. Also, before coming for the interview, plan your mode and route of travel to be punctual. It is always good to keep some buffer time in case you encounter heavy traffic or a flat tyre.

## ▪ **Confidence**

Self-confidence is the ability to stay confident in your skills and abilities. This is an essential skill because it shows that you have trust in yourself. To showcase a confident attitude during the interview, control your fidgeting, greet the employer with a handshake, talk slowly and maintain eye contact. Also, when you answer the interview questions confidently during an interview, it helps make the interviewer feel more confident about your skills, experience and knowledge.

## ▪ **Active listening**

Active listening is as important as answering the job interview questions. If you listen properly to the employer's question, you will be able to understand what exactly they are looking for and craft your answers accordingly. It also shows that you are engaged and serious about the job role. For example, when an employer asks you, "Do you have any questions?" instead of asking generic questions, ask questions based on your conversation with the employer. This can increase your chances of getting hired.

## ▪ **Positive attitude**

Having a positive attitude during an interview can influence the hiring decision in your favour. For example, when asked about why you left your previous job, saying negative things about your previous employers is not a good way to answer such questions. So, focus on giving optimistic reasons for leaving a previous job. You can also show your positive attitude using active verbs and positive connotations to present your qualifications favourably to the employers.

## ▪ **Politeness**

Being polite is another critical interview skill. Apart from the employer, you are likely to meet several company

employees during the interview process. For example, you may interact with the receptionist, so greet and talk to them politely. Also, if a human resources professional escorts you to the interview room, remember to thank them. It is imperative to be friendly and polite to everyone, as it shows how well you can fit in the organisation and work with others.

### ▪ **Honesty**

One skill that makes you a desirable candidate for a job role is honesty. To show your honesty during the interview process, make sure that all the information you provide about yourself is correct. As most employers perform a background check on their new hires, there is no point in exaggerating about your experience, skills and qualifications.

### **The definition of travel writing.**

#### **A) Travel writing**

Travel writing, by definition, is writing that describes places the author has visited and the experiences they had while travelling.

While more traditional travel writing follows a narrative of one person's travels, modern travel writing has started to blur into a blog-style format, with a focus on advice, tips, and must-sees.

Travel publications now produce just as many service-based pieces and listicle roundups as longer-form first-hand accounts of an author's journey. This isn't necessarily a bad thing; the digitisation of travel writing means it's easier than ever for people to enter the field. Travel blogs had a moment in the 2010s, for example, elevating travellers to travel writers just by dint of them recording their adventures on a personal website.

Modern travel writing has more voices than ever before, and is becoming slowly more inclusive than ever before, which is important. The “good old days” of travel writing are laced with power imbalances, as much of the writing was done through a lens of colonialism and exoticism. Traditionally, white, male writers from the Western world would share their biased views of people and places with their audience at home.

Travel writing is writing about places, persons, and things in other places—also writing about how to travel, when to travel, and advice on traveling—all with the reader in mind. It’s about relaying your travel experiences to others so that they may emulate them or at the very least not make the same mistakes you did. And it’s writing about things in your own back yard that are exotic to everyone else—a local farmer’s market, historic site, restaurant, museum.

### **Examples of travel writing**

To show the breadth of what travel writing can encompass, here are a few examples :

The award-winning JRNy magazine is a beautiful ode to the art of travel writing and photography. It’s a gorgeous print publication, a bit of a rarity which makes it even more of a treasure.

National Geographic Travel is a forever iconic publication, featuring stories that explore travel through the lens of science, culture, history, or environment— like my story on hut hiking in New Zealand.

Travel + Leisure is a beautiful mix of roundups and service pieces, as well as inspiration.

Patagonia’s journal is an epic example of content marketing – genuine, beautiful stories of adventure around the world. I like to think this is where a lot of travel content

will return to; it can be highlighting a brand and a purpose, while still staying true to inspiring narratives.

## **B) Artistic writing**

### **What Is artistic writing?**

Artistic writing is a form of writing that encompasses a number of different genres and styles outside the more formal scope of technical writing or academic writing. Artistic writing focuses on elements such as character development, narrative, and plot, infusing its structure with imagination and story.

### **Forms of artistic Writing**

Artistic writing comes in many forms and is widely accessible to all kinds of writers. Some writers dabble in artistic writing throughout high school, while others join creative writing programs to earn certifications like a Master of Fine Arts (MFA) degree. Some do it for fun, while others want to write the next The New York Times bestseller. Regardless of the reason, there are many avenues you can explore when it comes to writing creatively. Creative writing forms include :

1. **Children's books** : From fantasy to mystery to comedy, the same genres that adults read are often appealing to children. Plots in children's books, however, deal with different subject matter than stories written for adults and contain storylines that are less complex and intense.
2. **Creative nonfiction** : This category incorporates different creative writing techniques and literary styles to convey truthful, nonfictional narratives. Creative nonfiction works, like personal essays, use more emotion and tend to emphasize story and tone over more traditional subgenres of nonfiction.

3. **Graphic novels** : A graphic novel, as its name suggests, is a novel that tells a complete story via illustrations. Graphic novels offer the type of resolution that one expects from a novel, even if it is part of a series. Effectively, this makes a graphic novel longer and more substantive than a comic book, which is a serialized excerpt from a larger narrative.
4. **Memoirs** : Two similar forms of creative writing are memoirs and autobiographies. While autobiographies are a platform for well-known individuals to share the facts of their lives in their own words, memoirs are a format in which writers use their life experiences in service of a larger theme or idea. A reader might pick up a memoir because they're interested in the theme, rather than because they want to read about the writer.
5. **Novels** : With their many genres and subgenres, novels can involve a wide breadth of themes, styles, and details the authors create to build worlds that feel like real life. Writing fiction can provide a writer with plenty of freedom to craft an imaginative original story populated with fictional characters who are relatable and three-dimensional. Novels tend to be around 50,000 to 70,000 words, though of course there are plenty of examples of novels that are longer or shorter than those arbitrary guidelines. Novels with lower page counts than traditional novels are called novellas.
6. **Plays** : Another form of creative writing, playwrighting produces plays, which actors perform live on a stage. A play can consist of one act or several acts. Due to limitations on space, effects, and live capabilities, plays must utilize creativity in order to tell a complete and immersive story.

7. **Poetry** : Rhythmic prose that expresses ideas with musicality, poetry can encompass writing, performance, or both. Poetry, like songwriting, is a versatile writing form that allows the author to use cadence and meter to enhance their expressiveness. A poem can be short or contain multiple verses. It can have no rhyme scheme or an intricate and repetitive one.
8. **Screenplays** : Weaving a narrative into blocks of action and dialogue, screenwriting often follows a three-act structure to tell a story. Television shows, films, and other video and audio formats utilize scripts.

### **C) Precis Writing**

#### **What is Precis Writing ?**

Precis Writing is a summary. It is an exercise of compression. A precis writing is a gist of any passage in as few words as possible. A precis should mention all important details of the original paragraph so that anyone who is reading it is able to understand the idea of the original passage.

Taking the above example forward, to describe the essential highlights and events that take place in The Merchant of Venice, you will not add your own thoughts and maintain the tone and expressions of the characters. You will also avoid mentioning events that aren't essential. This is how precis writing works. You express or rewrite a paragraph or any piece of writing and make it as concise as possible without having to change the crux of the subject matter.

#### **Rules of Precis Writing**

To avoid making any errors in writing a precis, follow a set of rules as mentioned below:

Read the comprehension carefully.

Note down the important points.

Make a rough draft of the precis

Make use of simple and precise language, as much as possible

Draft the final precis once all the points have been included.

### **The Key Elements Of Precis Writing**

Precis Writing Samples With Answers Can Only Be Appreciated Properly When You're Aware Of What Exactly Characterizes A Precis :

- **Clarity**

Clarity Doesn't Mean That You Oversimplify The Original Passage Or Try To Insert Your Own Interpretations. It Means That You Retain The Essence Of The Passage Without Making Your Precis An Exact But Shortened Copy Of The Original.

- **Improvisation**

If You Look At Some Of The Best Examples Of Precis Writing, You'll See The Authors Have Invariably Improvised On The Vocabulary. This Improvisation Means That You Use Words That Can Substitute The Words In The Passage Most Effectively, As You Can't Copy Exact Sentences Or Words Into Your Precis.

- **Structure**

When You Study Precis Writing Samples With Answers, Notice How Each Of These Examples Of Precis Writing Maintains A Compact Structure That Caters To All The Crucial Parts Of The Original Passage.

## **Precis Writing Sample**

### **Comprehension Passage :**

Everybody knows what a “good” man means and how he should be. Our definition of a good man is the one who does not smoke, or drink or avoids the usage of bad language. A good man is ideally expected to converse in front of men as he would in front of women. He is also expected to attend the Church regularly and have correct opinions on all subjects. He has a wholesome horror of wrong-doing and realizes that it is our painful duty to reprimand sin. He is not anticipated to have wrong thinkings and has the authority to protect the young. His duties are not just restricted to the professional front but also needs to spend quality time doing good deeds. He must be patriotic and a keen believer of military training, he should promote industry, must be sober and have virtue among wage earners and their children. He must be a role model for all and it is expected that he leads a way which the younger generation would willingly follow. Above all, of course, his “morals” in the narrow sense must be admirable.

### **Answer**

### **Precis Writing :**

The characteristics of a good man are known and he is expected to be religiously profound, must not smoke, drink or use bad language. His behaviour must be the same for all genders and he is expected to be a role model for the young ones. He must know his duties and avoid taking up the path of sin. He must be good not only in the professional space but also help people in need. He must be someone who can be admired and is praiseworthy.

### **Precis Writing Sample :**

Mountbatten Held A Reception With The Purpose Of

Bullying The Princes In Tandem With Patel And V.P. Menon. As The Princes Speculated, Mountbatten Went About Persuading Them, Providing Patel With Far More Accessions Than He Should Have Been Able To.

**Answer :**

Many Princes Became Irrelevant After Accession, But Some Ran For Office In Independent India. But Between Themselves, Mountbatten And Patel Achieved Something Remarkable, Constituting An India At The Time Of Independence That Was Greater And More Closely Integrated Than Ever Before.

### **D) Copywriting**

Copywriting is the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

Copywriters help create billboards, brochures, catalogs, jingle lyrics, magazine and newspaper advertisements, sales letters and other direct mail, scripts for television or radio commercials, taglines, white papers, website and social media posts, and other marketing communications.

**Skills :**

Copywriters create different types of copy that can range from longer forms of content (like white papers and journal articles) to short product descriptions and advertising slogans. The ability to convey ideas that ultimately persuade an audience to take action in writing is a skill that all copywriters should have.

Advertising agencies usually hire copywriters as part of a creative team, in which they are partnered with art directors

or creative directors. The copywriter writes a copy or script for an advertisement, based largely on information obtained from a client. The art director is responsible for visual aspects of the advertisement and, particularly in the case of print work, may oversee production. Either member of the team can come up with the overall idea (typically referred to as the concept) and the process of collaboration often improves the work. Some agencies specialize in servicing a particular industry or sector.

Copywriting agencies combine copywriting with a range of editorial and associated services that may include positioning and messaging consulting, social media, search engine optimization, developmental editing, copy editing, proofreading, fact checking, speechwriting and page layout. Some agencies employ in-house copywriters, while others use external contractors or freelancers.

### **E) Article writing**

An article is a piece of writing which explicates ideas, thoughts, facts, suggestions and/or recommendations based on a particular topic. There are different kinds of articles, namely:

1. Expository article – The most common type of article which allows you to put out information on any particular topic without the influence of your opinions.
2. Argumentative article – An article in which an author poses a problem or an issue, renders a solution to the proposed problem and provides arguments to justify why their suggestions/solutions are good.
3. Narrative article – An article in which you have to narrate mostly in the form of a story.

4. **Descriptive article** – An article written with the aim of providing a vivid description that would allow the reader to visualise whatever is being described; using the right adjectives/adjective phrases is what will help you write a descriptive article.
5. **Persuasive article** – An article aimed at persuading or convincing the readers to accept an idea or a point of view.

Writing an article takes a lot of effort on the side of the writer. Content writers/creators, bloggers, freelance writers and copywriters are people who have mastered the art of article writing, without which they would not be able to make their mark as a writer of any kind.

### **How Do I Write a Good Article ? – Tips and Techniques**

In order to be able to write an article that makes sense in the first place, you have to keep a few things in mind.

1. The first and foremost thing that you have to take care of when you are sitting down to write your article is to check if you are well aware of the topic you are going to write on.
2. The second thing that you have to ask yourself is why you are writing the article.
3. The next thing that you have to focus on is the kind of audience you are writing the article for because unless you know your audience, you will not be able to write it in a way that they would want to read it.
4. The language you use is very important because, without the right spelling, correct grammar, punctuation and sensible sentence structure, the article would not be able to sell itself.

5. Use keywords so that you get a good number of reading audiences.
6. Maintain coherence within and between paragraphs.
7. Double-check the data and information you provide, whatever the type of article it would be.
8. Keep the title and description as short and catchy as possible.
9. Edit and proofread before it is published

**The format of an article consists of the following parts :**

1. Heading/Title
  2. By Line
  3. Body (the main part of the article, 3-4 paragraphs)
  4. Conclusion (Ending paragraph of the article with the opinion or recommendation, anticipation or an appeal).
1. **HEADING :** It should be catchy & also need to relate to the reader's search term. The length of the heading shouldn't cross 5-6 words. Think creatively & impressed audience or readers with this one line & increase their anxiety to continue their read in your article.
  2. **BY LINE :** It means the name of the person writing the article. It is generally given in the question. If asked then only write your personal details.
  3. **BODY :** The body is the main part of article writing which carries more weightage of marks. Usually, the body of the article consists of at least 3 to 4 paragraphs.
  4. **CONCLUSION :** Final paragraph of an article should be like recommendation, anticipation, views, appeal, etc where readers' must feel happy with your article.

## Email writing :

Email writing involves composing, sending, storing and receiving messages over an electronic communication system. An email stands for an electronic mail. Email writing is preferred over other forms of communication as it is cheaper and faster.

**Casual Email** - An informal email is written to any relatives, family or friends. There are no particular rules for informal email writing. A person can use any language of his or her choice.

**Process Email** - A professional email address is the email address used for business communications, that is based on your custom domain. In other words, a professional email address is one that has your business name in it, in the form of a domain name

### A) Appreciation e-mail

Sample appreciation letters to employees and colleagues, as well as one to someone who has offered to help with a committee to get inspiration before writing your own appreciation message.

As well, here is a list of more appreciation letter and email samples to send to contacts who have helped with your work, career, or job search.

#### Sample 1

**Subject Line :** Thank you!

Thanks so much to everyone on the team for getting our latest project completed not only ahead of schedule, but under budget.

I appreciate the cooperative spirit and the attention to detail that enabled us to streamline the entire process in order

to achieve success and to meet our goals. I couldn't be more thrilled to work with such a terrific group of people, and I'm looking forward to working with you on our next project !

With many thanks,

Ramesh

### **Sample 2 :**

Subject Line : Thank you Dear Shivu,

I really appreciate all your help in getting the restaurant ready for opening night. You've been right there, helping out wherever and whenever needed for these past few months. Everything has finally come together, and we're ready to open the doors to the public.

I'm looking forward to continuing to work together.

Cheers,

Chetan

### **B) congratulations email**

A congratulatory message is a way of letting someone know that you are excited for, or proud of, the job, or objective, they accomplished.

#### **Sample 1**

Subject Line : Congratulations!

October 23<sup>rd</sup>, 2020

Dear Sarah,

Congratulations on your well-deserved promotion to Head Gardener! I'm so happy to see that your hard work and achievements have been recognized.

I'm thrilled to hear about your new role, and I'm glad we'll be working closely together in the greenhouse.

Best,

Pam

## Sample 2

Subject Line : [Congratulatory saying]

[Date]

Dear [Colleague name],

### c) promotion

I was so happy to hear you were promoted to [promotion title]. Congratulations! I know you're an exemplary [skill], and you deserve the recognition and responsibility that comes with helping lead the team.

Best wishes for continued success in your career, and I look forward to [activity regarding promotion] with you in the future.

Sincerely,

[Your name]

## C) Promotion E-mail

Organizations announce promotions to recognize and honor employees who are being promoted and to inform other employees of changes within an organization. They're generally made via email or announced in person.

### Sample promotion announcement email #1

The following is a promotion announcement sample email you can use for inspiration when creating your own :

Subject : James Meyers, Director of Marketing.

Dear All,

I am excited to announce the promotion of James

Meyers from Marketing Associate to Director of Marketing. James has been with Smith Design for more than six years and has contributed greatly to his role as Marketing Associate by developing new business opportunities for Smith, particularly in the Tourism and Retail segments.

James has more than 10 years of marketing experience in the print advertising industry, evidenced by his ability to consistently exceed the expectations of our customers. We have no doubt he will continue to brilliantly represent Smith and shine as our Director of Marketing.

James will oversee the marketing teams and all Smith marketing initiatives going forward. He will report to me directly.

Let us all take a moment to congratulate James on his new promotion and wish him luck in the future.

Sincerely,

Sarah Gonsalves

President of Smith Marketing Firm

Sample promotion announcement email #2

Subject : Welcoming Jill Schmitt to VP of Sales

Hi all,

I'm excited to announce the promotion of Jill Schmitt to the Sales department as our new Vice President. Jill's first day in her new position will be March 12<sup>th</sup>, 2021.

In the past five years, Jill has accomplished great things as Director of Sales at Smith Design. Among her many achievements, she has developed and cultivated relationships with multiple high-value clients including ABC Company and XYZ Agency. Jill will dedicate her expertise as VP of Sales to developing plans and strategies to continue to improve our annual budget, among many other tasks.

If you have any questions about Jill's new role and how it will affect your working relationship, please don't hesitate to contact our Director of Human Resources, Tim Rogers.

I hope you'll join me in congratulating Jill and wishing her the best of luck in her new role !

Best,

Sarah Gonsalves

President of Smith

#### **D) Email leave letter**

A leave request is a message in which you ask your employer or supervisor for time off work. Typically, in the message, you'd state the reason behind your request and specify the dates that you want to take off. Your employer may also require you to provide additional information along with the request, which is why it's important that you familiarise yourself with the company policy before asking for a leave of absence.

##### **Sample 1**

Subject : Leave request

Dear [Recipient's name],

I'm writing to ask for annual leave in advance of my entitlements. I'd like to take my leave between the following dates: [dates that you want off].

I'll be away for [number of weeks], which is in accordance with the company's annual leave policy. I have discussed my absence with my team and [name of co-worker] has agreed to cover for me during this time. If necessary, you can reach me by phone: [phone number] and email: [email address].

Thank you for considering the above dates for my leave.

Sincerely,  
[your name]

## Sample 2

Subject : \*Leave request due to health condition

Dear Mark,

I'm writing to ask for five days off from 15 to 19 November 2021.

In recent weeks, I've been experiencing some health problems, which have remained undiagnosed until now. My GP requested that I admit myself to a hospital for a week to perform some checks and additional blood tests.

I made sure to discuss this with Anne, who reassured me that she can cover my work and attend meetings with my clients during this time.

Having in mind my good record of attendance, I hope you'll approve this request.

Kind regards,

James\*

## Blog writing :

A blog (a truncation of "weblog") is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order so that the most recent post appears first, at the top of the web page. Until 2009, blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) emerged, featuring the writing of multiple

authors and sometimes professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other “microblogging” systems helps integrate MABs and single-author blogs into the news media. Blog can also be used as a verb, meaning to maintain or add content to a blog.

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users who did not have much experience with HTML or computer programming. Previously, knowledge of such technologies as HTML and File Transfer Protocol had been required to publish content on the Web, and early Web users therefore tended to be hackers and computer enthusiasts. In the 2010s, the majority are interactive Web 2.0 websites, allowing visitors to leave online comments, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers not only produce content to post on their blogs but also often build social relations with their readers and other bloggers. However, there are high-readership blogs which do not allow comments.

Many blogs provide commentary on a particular subject or topic, ranging from philosophy, religion, and arts to science, politics, and sports. Others function as more personal online diaries or online brand advertising of a particular individual or company. A typical blog combines text, digital images, and links to other blogs, web pages, and other media related to its topic. The ability of readers to leave publicly viewable comments, and interact with other commenters, is an important contribution to the popularity of many blogs.

However, blog owners or authors often moderate and filter online comments to remove hate speech or other offensive content. Most blogs are primarily textual, although some focus on art (art blogs), photographs (photoblogs), videos (video blogs or “vlogs”), music (MP3 blogs), and audio (podcasts). In education, blogs can be used as instructional resources; these are referred to as edublogs. Microblogging is another type of blogging, featuring very short posts.

### **Podcast :**

A podcast is the streaming age’s answer to radio. The dictionary definition of a podcast is a digital audio file you can download or listen to over the Internet. Its interesting history explains why it is called a podcast, to begin with.

Podcasts are a form of media content that was developed in 2004, when former MTV video jockey Adam Curry and software developer Dave Winer coded the “iPodder.” The iPodder was a program that let a user download internet radio broadcasts to their Apple iPod. This is where the term and meaning podcast was born, taking its name from a blend of ‘iPod’ and ‘broadcasts’.

Today, podcasts are an extremely popular form of audio entertainment and have progressed beyond being downloadable radio shows. Each podcast is a series created by a host and then published episode-by-episode online, where subscribers can then download and listen to each episode when it’s released.

Unlike traditional methods of content production like TV and radio shows, podcasts are an accessible way for content creators to connect with an audience. They’re not even currently regulated, meaning you don’t need a broadcasting license to publish podcast content. Anyone with basic podcast equipment like a microphone, recording software, and a

membership to a hosting platform can create their own show.

Monetizing a podcast is also becoming a reliable way to make either a side or a full-time income, thanks to brand sponsorships, affiliate marketing, subscriptions, and paid content.

### **What Is the Purpose of a Podcast ?**

A podcast can have many purposes, but the main one is to entertain its audience. Podcast listeners might have one of several reasons to subscribe to a podcast, such as to:

- Hear updates and breakdowns of current events.
- Learn about a new topic or industry.
- Laugh at cohosts' riffing and jokes.
- Listen in on interviews with popular or famous guests.
- Experience an audio drama or narrative storytelling.

### **Writing for Social Media (Facebook, Twitter, quora, Instagram)**

Social media content writing is the process of writing content for social media audiences, usually across multiple major social media platforms. It can include writing short captions for TikTok or Instagram Reels, Twitter articles, and everything in between

#### **Basics**

- Twitter : Product news, brand marketing, events, media mentions, evergreen content, "we're hiring!" posts.
- Facebook : Product news, brand marketing, events, media mentions, evergreen content, "we're hiring!" posts.

- LinkedIn : Product news, recruiting content, media mentions, evergreen content.
- Instagram : Design outtakes, cool office visitors.

These channels are all managed by the Marketing team. We also have a few team-specific accounts on Twitter, Tumblr, Dribbble, and other platforms.

### **Write short, but smart**

Some social media platforms have a character limit; others don't. But for the most part, we keep our social media copy short.

Twitter : 280 characters.

Facebook : No limit, but aim for 1-2 short sentences.

Instagram : No limit, but try to keep it to 1 sentence or a short phrase. Feel free to throw in an emoji.

To write short, simplify your ideas or reduce the amount of information you're sharing—but not by altering the spelling or punctuation of the words themselves. It's fine to use the shorter version of some words, like "info" for "information." But do not use numbers and letters in place of words, like "4" instead of "for" or "u" instead of "you."

### **Hashtags**

We employ hashtags rarely and deliberately. We may use them to promote an event or connect with users at a conference.

### **Trending topics**

Do not use social media to comment on trending topics or current events that are unrelated to Mailchimp.

