smart ideas

PR, Publishing, Communication, Events

Communication and Digital Communication Services

Introduction

Based on the importance of communication and digital communication, Smart Ideas Media Services enhances the digital presence of the client, as the company works hard to expand the digital diffusion for client activities.

Communication and digital communication services provided by Smart Ideas, are characterized by: the modernity of the digital content as it is the highest priority of its services, furthermore, innovation of inspiring ideas supporting the elements of the client's digital presence equation.

At the same time, Smart Ideas keeps its digital presence in an atmosphere of transparency and attractiveness. Since it has a high media enrichment capacity that affects communication and digital communication, as well as an innovative and creative performance that dominates the competitive digital arena. The company's services also enable its clients to ensure deeper communication and a special digital presence.

«Smart Ideas» is always known for our modernity and outstanding style, which makes its presence strongly felt by impressive digital media impact, and we also have a unique attractive style and distinctive content. We pay great attention to communications and digital communication, and thus we make a digital difference and create everything new, we are distinguished by the quality and performance of media activities and communication through digital platforms.

That's why, «Smart Ideas» is the best choice for establishing positive communication and promising digital communication, as we use the various digital media platforms to enhance communication toward a fertile digital environment that attracts the media, depending on our great experience in communication and digital communication, so we won't stop unless we create an interactive digital distinctive mark.

Digital Communication Concept

Digital Communication includes communication by using different means of technology, usually referred to as digital communication channels, the most prominent examples are e-mails, phone calls, video calls, and different forms of instant correspondence such as SMS, digital blogs, podcasts and videos that are also forms of digital communication channels.

«Smart Ideas» depends on the most prominent modern digital communication technologies in serving its clients, and it has a qualified staff to make the best use of internet technologies, electronic press, and social media platforms: such as Facebook, X, YouTube, Snap chat, blogs, e-mail systems, chat programs, interactive TV, Internet radio and electronic publishing such as digital libraries and text and audio e-books.

Furthermore, making the best use of modern digital communication technology such as computers, software, and modern network systems that transmit information and social values to individuals enabling them to analyze and exchange them with other persons in and out of the institutions.

The Most Important Types of Communication and Outreach in Workplaces:

Communication and digital communication services provided by «Smart Ideas» rely on activating some types of communication and digital communication in workplaces:

- **Verbal communication:** includes speaking, listening, face-to-face conversations, meetings, phone calls, and video conferences.

- **Written communication:** includes writing and reading via e-mails, memos, reports, and messages.

- **Non-verbal communication:** includes body language, facial expressions, and gestures, it also can convey messages without speaking.

- **Formal communication:** planned and organized communication that follows a specified approach or protocol and includes official documents of the company such as policies, procedures, and announcements.

- **Informal communication:** informal and unplanned communication occurs among colleges during improvised meetings and chats.

- **Bottom-up communication:** communication flows from employees to managers or executive managers and it may include comments, suggestions, and concerns.

- **Top-down communication:** communication flows from managers or executive managers to the employees and it may include instructions, goals, and feedback.

- **Lateral communication:** occurs among colleges at the same level of authority and it includes collaboration, problem-solving, and information exchange.

Digital Communication Uses:

«Smart Ideas» can use digital communication technologies to serve its clients in several fields:

- Activating digital communications systems in the workplace and developing them into a technical environment.
- Facilitating communication procedures among teamwork and improving the reputation of the institution
- Utilizing digital communication technologies to facilitate remote working.

Benefits of Using Digital
Communication in Business

«Smart Ideas» adopts communication digital communication technologies to provide its clients with the best technical solutions aiming to create a positive experience for employees, by using digital communication and modern technologies such as e-mails, phone calls, video calls, and various forms of instant correspondence such as SMS, digital blogs, podcasts and videos that are also forms of digital communication channels.

The following are the most prominent uses of digital communication in the institution:

● Enhancing the Employee engagement and empowerment

Effective communication is the key to the success of teamwork as the digital tools integrated into the workplace make it easier to communicate with employees and keep them updated on all developments. Digital communications and technology allow all employees to convey their voices, and opinions and share their experiences and ideas widely.

● The ability to work better and faster

Bureaucracy, old tools, poor communication, and difficulty in finding information can lead to the frustration of employees and decreased productivity. Digital communication technologies make it easier for employees to cooperate with people faster, access accurate information quickly, and perform their work more accurately.

● Establishing and enhancing goals and common values among organizations

Having a compelling goal is the key to setting a higher standard for organizational excellence as it motivates employees to join work and attracts customers, which has a direct effect on the final results.

- **Facilitating remote working and achievement opportunities**

  The work team can't do without modern digital communication technologies to work remotely and accomplish as it is a contemporary trend and a distinguished service provided by many modern institutions.

  According to estimates published in Forbes magazine, 50% of the workforce in the United States is expected to work remotely in 2018. As for Europe, the percentage of employees who work remotely has increased from 7.7% to 9.8% over the past decade, and before the spread of the COVID-19 pandemic, and is expected to increase significantly over the next few years.

- **Supporting communication and collaboration to achieve success**

  Some organizational practices in institutions and companies affect business success negatively, especially in the absence of digital tools and technology. The absence of communication and collaboration makes it difficult for all employees to access information. On the other hand, digital work environments enable employees to interact, share ideas, encourage innovation and growth, and solve problems.

Effective communication principles for leaders

«Smart Ideas» emphasizes the following steps to ensure effective communication between teamwork

- **Specific message:**
  The message you are trying to send to your team should be specific to enable them to understand and implement it easily as required.

- **Clear message:**
  You cannot communicate with your teamwork using expressions that can be interpreted in more than one way. You must be unambiguous in what you want to say, to save time and effort in making adjustments if your request is not implemented as intended.

- **Reference-based data:**

  When discussing business plans with your teamwork, make sure that you are supporting your plans with research and realistic data.

- **Commitment:**

  Commitment is one of the most important principles of effective communication in the workplace. If you wish to gain the trust and loyalty of your team, you must be fully committed to everything you say and promise.

- **Consistency:**

  Your message should be consistent in all of its aspects. which means that your tone of voice should be consistent with the content of your message. Also, try to be as concise as possible and use direct language.

- **Integrity:**

  Make sure that your message has reached the team fully and don't leave them wondering about unclear details, after finishing your message, you can ask them if everything is clear or not.

- **Politeness:**

  When communicating with others, avoid using negative or hurtful language and take care of mutual respect to ensure effective communication in the workplace.

«Smart Ideas Media Services» is always up to date with the latest technical developments and provides its clients with services in all critical and significant areas, including creating a competitive workplace by depending on the latest technologies of digital communication, considering developments of the age, benefiting from the most prominent technologies integrally, giving constructive ideas and creative solutions, monitoring of events, analyzing variables and providing effective recommendations.