



Talking Tough on Twitter: Taking the Sting out of Social Media Conversations

Webinar Goals:

- To guide webinar participants in understanding how high/low context communication occurs in an online context
- To encourage webinar participants to develop a deeper understanding of the differences between difficulty, confrontation and conflict
- To initiate webinar participants into the development of simple tools and strategies designed to combat cyberbullying and bridge communication differences

Webinar Agenda:

Introductions (5 Minutes)

Topical Areas & Talking Points (30-45 Minutes)

Close & Questions (5 Minutes)

Points to Remember:

- Engaging with social media distribution channel conflicts effectively requires an understanding of where social overlaps with reality in the areas of cognition, connection and collaboration
- High context and low context communication both happen online, and in a global context, can create unique conflicts online
- Storytelling and mythmaking create meaning for human beings and the “thin-slicing” of perceptions about conflict can lead to fewer conflicts being resolved, rather than more
- Active listening, critical thinking, developing and practicing high context communication and developing your “no” are key to overcoming online conflicts

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