

mal newsletters, flyers, and brochures. The following tips and the samples below and on the next page can help you with such writing:

- **Craft your writing for its purpose and audience.** You are trying to achieve a specific aim with your readers, and the approach and tone you use will influence their responses. For example, if you were writing letters to local businesses to raise funds for a homeless shelter, you would address the readers formally and focus on the shelter's benefits to them and the community. If you were recruiting volunteers through the shelter's *Facebook* page, you would be more conversational and enthusiastic, emphasizing the rewards of helping out.
- **Remember that your writing represents the organization.** Social media in particular encourage informal written communication, but while representing the organization you are obligated to be professional. If you respond to a negative comment on your organization's blog, for example, avoid sounding angry.
- **Expect to work with others.** Much public writing is the work of more than one person. Even if you draft the document on your own, others will review the content, tone, and design. Such collaboration is rewarding, but it sometimes requires patience and goodwill. See 1 pp. 28–31 for advice on collaborating.

### Social-media post



Online post written in a conversational style

Photograph illustrating information in the post