

EDITORIAL: Communication and Language at Work (CLAW) – Bridging Theory and Practice, 3rd issue, 2014

Social Media and/in Business Communication

Editorial Board

Dear readers,

We, the editors, are proud to bring you the 3rd edition of CLAW with a focus on **Social Media and / in Business Communication!**

The topic of this issue stems from a feeling that the field of social media and / in business communication has now matured to an extent that would allow us to take a step back and to take a more evaluative look, if you will, at the field – as well as to open up a discussion as to the merits of companies' social media presences. In the topic section two authors did just that; different though the two authors' contribution may be in terms of content and scope, they do nevertheless provide us with invaluable insight into what is currently being discussed with regards to Social Media and / in Business Communication. In the first paper, Annette Agerdal-Hjermind, Denmark, presents us with an insightful article on **The Enterprise Social Media Relations' Strategy : The Case of Maersk Line**. Here, she puts forward compelling arguments for why we must not forget that successful social media use in business and industry is not merely a people-driven activity but indeed – and this is crucial – an employee-driven endeavor. From Heidi Cohen, USA, we learn **7 Social Media Lessons To Make Your Corporate Communications Trustworthy : What Your Corporate Communications Can Learn From Social Media**. In her paper, Heidi Cohen shares with us her valuable insights into how business and industry may make their social media presence more trustworthy – and indeed why trust is essential in the first place.

In addition to the papers in the topic section, we have another four papers – each of which relate in different ways to the core of “Communication and Language at Work – Bridging Theory and Practice”. In his paper **Information Seeking & Documentation as Communication: A Software Engineering Perspective** Michael P. O'Brien, Ireland, sheds new light on the ever-present discussion of documentation and information seeking – the bread and butter of many (if not all) technical communicators. Among other things, he convincingly establishes a link between good documentation practice and good communication. In their joint paper **Danish job advertisements:**

Evolving to become richer, Nina L. Walters & Antoinette Fage-Butler, Denmark, present a thorough and multifaceted analysis of the perhaps most important genre in management and HR communication: the job advertisements. They do in fact give us the whole package, as it were, i.e., a longitudinal study of the genre's development, a genre template as well as recommendations for producing more successful job advertisements. Darina M. Slattery, Ireland, shares with us her insights into **The power of language in corporate financial reports**. Needless to say, with her paper she, too, has investigated a genre crucial to business and industry. In her paper, Darina M. Slattery presents us with several analysis of the writing style of real-life financial writers and – based on that – shares with us her insights into the promises and pitfalls of good financial communication. Last, but certainly not least, Maria D, Lombard, Qatar, presents an in-depth empirical study on the promises and pitfalls of standardized language in her paper **Control, Communication, and Knowledge Building in Asian Call Centers**. Not only are the findings of this study extremely relevant to how we “live” our everyday workplace communication, it is also questioning several theoretical truisms within the field – and quite convincingly so.

After these introductory remarks, all that remains for us to say is: Enjoy YOUR magazine!

The editors

Peter Kastberg, Margrethe Hansen Møller and Anne Møller