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Email Etiquette





Why is Email Etiquette Important?

- We interact more and more with the written word all the time in the professional life.
- Without immediate feedback from the reader, it's easy to be misunderstood
- Email is still a formal correspondence or necessary to document the actions



The Basics

- Respond to emails within the same time span you would a phone call
Use a professional font (Eg.: Arial / Calibri), not decorative
- Be cautious about sending personal information

Subject

- Should be descriptive and meaningful
- Should give your reader an idea of the content of the email
- Should be appropriate, because anyone can look at the subject, even if the recipient chooses not to open the message

(For example: Confidential: Sale numbers for October)

- When changing the subject, start a new message



Greeting

- "Hello," "Good Morning" or "Good Afternoon."
- Hi.....
- Dear

Send to appropriate recipients

- "It's important to identify which recipients go on the "To" line, and which recipients go on the "cc" or "bcc" lines
- Include recipients who need to be kept in the loop, but who are not required to reply to an email, on the "cc" line.
- Do not overuse Reply to all



Responding

- Respond in the same time frame
- Be conscious of responding to the sender or Reply to all
- Be conscious of your recipient
- Acknowledge all e-mails

E-mail Contents

- It should be clear and to the point or talk about mentioned subject.
- Do not type in all caps. That's yelling or reflects shouting emphasis. If you bold your type, know you are bolding your statement and it will be taken that way by other side.
- Refrain from using multiple colors and font.



Attachments

- When sending large attachments, always "zip" or compress them before sending
- Never send large attachments without notice! Always ask what would be the best time to send them first.
- Never forget to send attachment where ever necessary
- Never open an attachment from someone you don't know

Avoid using emotions Do not use emotions

Use E-mail Signature

- Include a closing at the end of each email such as "Thank," "Thank You," "Sincerely," "Best" or "Regards." Under the closing, include your name. Email signatures often include the business logo and contact details.



Know when to e-mail and when to call

- It's not always easy to handle company projects and issues via email. Sometimes, it's necessary to pick up the phone or meet in-person to clear the doubts and get information and move forward.

“Thanking You”