MEMORANDUM

DATE: December 27, 2012

TO: ECS 3390 Students

FROM: Betsy Schlobohm, J.D.

SUBJECT: Email Format for Business

Email is a different format from written memo format. Email format must include the following:

* Subject line
* Salutation
* Signature block

Subject Line

All email should contain a subject line so the reader may quickly go through their email and prioritize reading and response. Your subject line should be direct and to the point. Reduce it to necessary words and information. Do not use it to wrap into your email as that’s really cutesy and not professional.

Salutation

All email should have a salutation to the reader. Address the reader personally, if you know them personally, or address the reader formally if you do not know them. Follow the protocol set forth in your company’s employee handbook. If there is no protocol, use “Dear First Name” or “First Name” when you know them and “Dear Mr./Ms. Smith” when you do not know them.

Always use a comma after the salutation. For example, “Dear Mr. Smith,” as email is a type of informal letter.

Signature Block

Always insert a signature block into your email. Yes, I know they can contact you by hitting reply. Yes, I know you think it’s irrelevant. Do it anyway because your signature block carries important information about your position and about the company and transfers the sense to the reader that you are professional in your written communication. If you fail to include your signature block, you are sending out a “white noise” message that you are careless in your work, that you do not care whether or not the reader replies to your email and that you do not take your position at the company seriously.

You should include at a minimum the following information in all external email sent from work:

* First and last name
* Job Title
* Email address as a hyper link
* Direct telephone number or your business’ main number or both
* Company’s name and address

A sample is as follows:

Jane Smith, Sr. Developer

Company Business Group

Company Name

Street

City, State Zip

Direct Line: 555-123-4567

[jsmith@company.com](mailto:jsmith@microsoft.com)

You should include at a minimum the following information in all email sent within the company:

* First and last name
* Job title
* Email address
* Direct telephone number

Your signature block will look like:

John Smith, Customer Service I

[jsmith@company.com](mailto:jsmith@company.com)

555-123-4567

You can set up a signature block that will appear each time you open a new email and you can set up several signature blocks. Go to insert signature and open it, draft a signature, name it and save it. Do this for as many different work signatures you will need, i.e., formal external communication or informal internal communication. At a minimum, always include pertinent contact information for the specific audience.