Writing an effective email

Write your message with care

The size of your email should be no larger than a single screen:
• Be concise and precise.
• A message that is too long will not be read.

Use a direct style and write short phrases:
• Check spelling. Don't use a telegraphic style.
• Be careful of humor: if you systematically use it, you will lose your credibility on serious subjects.
• Do not overuse smileys.
• Do not write in capital letters; they symbolize emphatic language.

Structure your message:
• Keep different subjects apart (ideally send several emails).
• Get your recipients to answer you by asking them precise questions.
• Conclude your messages with an appropriate polite phrase.
• End with a signature that includes your name and address.

Check the content, size and re-read it

Compress attachments:
• Your message should be in the body of the email, not in an attachment.
• If you have access to a file share tool, use it to share your heavy documents.

Systematically re-read your messages:
• For important subjects, save your email as a rough draft and re-read it before sending it.

Making good use of the "cc" and "forward" functions

Use the "cc" function properly:
• Ask yourself first whether sending in copy to someone is relevant:
  - Who are the people that are really concerned by this message?
  - Why should they be copied?
  - Would it not be better to send them an email directly?
• If you really must create a single email for several people, clearly show what you expect of each person.
• Create distribution lists for your regular correspondents.

Use the "forward" function properly:
• Re-read the emails that you intend to forward.
• Make sure that you are not making any blunders in forwarding them.
• Make a summary of your previous exchanges and include any important information.