Email Etiquettes

What is email etiquette?

Email etiquette means the principles that guide our behaviour when sending and receiving emails. This code of conduct includes guidelines regarding appropriate language, spelling, grammar, and manners. The proper etiquette depends on whom you are emailing. In the workplace, it's always safer to err on the formal side of these conventions.

Why is email etiquette important?

Adhering to email etiquette will help you establish professionalism, build stronger relationships in the workplace and represent your employer well. It will also make communications more efficient and prevent you and the business from getting into trouble. Familiarising yourself with professional email etiquette will help you communicate respectfully with others and succeed in your career.

Follow a proper format

- **Subject line:** Describe the gist of the mail using a few words/ Highlight the core topic of the mail using a few words.
- **Email Greeting:** Mention the recipient's name or address them respectfully. Add a proper salutation/greeting too.
- **Main Body:** Write the main message without deviating from the topic.
- **Signature:** Include your name, surname, company name, and sign-off.

Ensure that the subject line is short and specific

- Do not use deceptive subject lines to grab the receiver's interest
- The subject line should not ideally extend beyond one sentence
- Never send an email without a subject line

Use proper/appropriate salutations

A salutation is another word for your email greeting. Your greeting can be formal or informal depending on the context of the email. But is generally advised to keep the tone of all emails formal. Ultimately, your greeting sets the tone of the email, so choose it wisely. Avoid salutations like "hi", hey", etc.

- Start with a professional greeting such as "Dear", "Respected", "Hello", etc.

Do not forget to introduce yourselves

- Never assume that the recipients know who you are

- If you contact someone for the first time, ensure that you provide a brief introduction about yourself before proceeding further (A line or two highlighting relevant information about yourself

Use professional sign-off
- The sign-off depends on your relationship with the recipient and your email's purpose
- Some of the most popular professional sign-offs are: Sincerely, Kind Regards, Regards, Thank you, etc.

Respond to emails promptly and appropriately
- Respond within 12 business hours (between 9 am to 5 pm)
- Emails from your CEO/Boss/Senior should take precedence over all others. Thus, a reply must be given as soon as possible
- Emails related to urgent projects must be given priority
- Emails related to not-so-important issues can be taken up later, but they must not be ignored

Do not send emails over the weekend
- Do not send emails late on a Friday or over the weekend
- Ensure that your email arrives in the receiver's inbox first thing on Monday

Check email tone
- **Avoid sarcasm**: The recipient may not understand or may even misunderstand it
- **Avoid humour**: Trying to be funny or cracking jokes may be perceived as your non-commitment to the profession
- **Frame your email positively:** Use positive words (eg: Benefit and Improvement) instead of negative ones (eg: Failure and Mistakes).

Additional Advice
- Proofread your emails before sending them
- Do not respond to an email emotionally or when emotional
- Double-check that the recipient's ID is correct
- Do not use emojis and avoid slang
- Keep your emails concise because the recipient may read them on their mobile handsets
- Use professional email id