

E-mails and Netiquette



E-mails

Very often:

- ✓ Overused
- ✓ Misused
- ✓ Too informal
- ✓ Too aggressive
- ✓ Not always best way of communication

E-mails - general

Use of @

- ❑ Communication with staff
- ❑ Communication with customers and suppliers
- ❑ Distribute information
- +
- ❑ Quick
- ❑ Possibility to handle complex information

Effective @

1. Appropriate address fields
2. Adequate subject line
3. Correct message opening
4. Structured message content
5. Proper layout / writing style
6. Appropriate ending
7. Signature

Note : for longer mails add executive summary

Writing the right way

- ❑ Plan information (logical sequence)
- ❑ Plan by asking questions(e.g. who and what for?)
- ❑ Write as if talking face to face
- ❑ Keep to essentials
- ❑ Way of presenting information (continuous text / headings, questions / answers/ flowchart etc.)
- ❑ Get quickly to the point
- ❑ Avoid legalistic and pompous words
- ❑ Use jargon only if recipient understands it

Writing the right way - continued

- ❑ Choose familiar words
- ❑ Average 15-20 words per sentence
- ❑ Prefer active voice to passive voice of verbs
- ❑ Use everyday English
- ❑ Avoid unnecessary words
- ❑ Read everything you write
- ❑ Punctuate properly

Attachments

- ❑ Decide on attachment format(prefer RTF,PDF)
- ❑ Limit size of attachment (c. ½ MG),use compression software)
- ❑ Name attachment (meaningful names)
- ❑ Secure attachment (confidentiality of info.)
- ❑ Prevent spread of viruses(keep protection up-to-date)

Stay within law

In - company:

- ❑ No racist, sexist comments
- ❑ No confidential information
- ❑ No information under copyright
- ❑ No viruses
- ❑ Follow company guidelines
- ❑ Tone of writing – formal, brief