Professional Electronic Messaging

Week 4, Unit 4
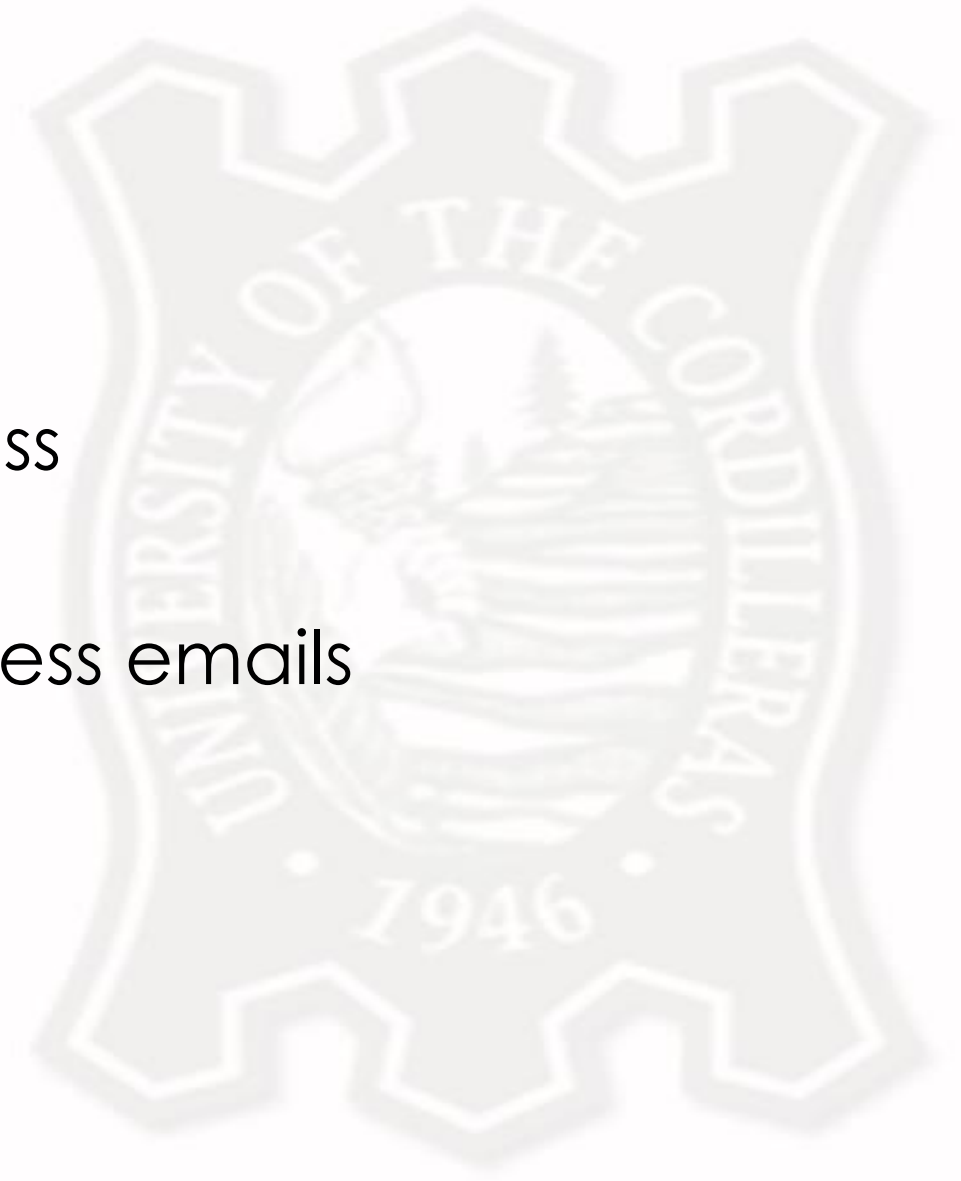
CC11 Communication in the Workplace

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Table of Contents

- Emails for business communication
- Creating a professional email address
- Parts of an email
- Best practices for constructing business emails

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Email for Business Communication

Introduction to the Email

Electronic Mail

- AKA email or e-mail,
- Exchanging messages (mail) through digital computers in a network
- One of the most commonly used digital means of communication
- Mostly used in professional settings (workplaces, industries, academe, etc.)

Advantages for Email in Business

- More reliable security issues
- Access contacts very easily
- Can be tracked if using a business email
- Filter out emails (type, nature of email, user, attachments)
- Attach links and attachments with a huge size
- Can be used for both formal and informal conversation
- Has a subject line; can identify the matter at hand

Common Uses for Email in Business

- Sending company memos
- Collaborating with other entities inside / outside of the company
- Sending files that have a huge file size
- Informal communication with other members of the team
- Requesting and acquiring information from outside companies
- Applying for jobs, internships, admissions, and scholarships

Creating a Professional Email Address

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Company Email Addresses

- Type of email address that is associated with a company
- Formatted with the company name at the end
- Created by the company themselves
  - lareformado@uc-bcf.edu.ph
  - lareformado@dost.gov.ph
  - lareformado@ph.fujitsu.com

Personal Email Addresses

- Types of email addresses that is created by the user with an existing email domain
- Used for all types of purposes, mostly personal
  - lareformado@gmail.com
  - lareformado@outlook.com
  - lareformado@yahoo.com

Do's in Creating Email Addresses

- Choose the right email domain
  - Gmail (@gmail.com)
  - Outlook (@outlook.com)
  - Yahoo (@yahoo.com)
- Use your first and last names on the email address
  - ljreformado
  - lareformado
  - lovelyjennr
- Adding random numbers is acceptable

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Privacy Emails

- Type of email domain that focus on security through encryption of emails
- Used mostly for personal emails

Don'ts in Creating Email Addresses

Variations on User's Name

- Use pet / nicknames
- Use cutesy prefixes / suffixes
- Use full name
- Use modified spelling on the name

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Don'ts in Creating Email Addresses

Numbers in Username

- Use any relevant dates
- Use any relevant numbers (i.e. mobile numbers)
    - Mobile numbers
    - Telephone numbers
    - Home address numbers

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Don'ts in Creating Email Addresses

Other Don'ts in Creating Email Addresses

• Include references to race, gender, religion, or any discriminatory information

• Use university name after graduation

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Other Best Practices for Using Email Addresses

- Use emails for different purposes
  - Use your UC student account as a student in UC
  - Create a different email for signups
  - Create an overall personal email
- Make sure that the username is relatively easy to pronounce
- Keep the username as short as possible

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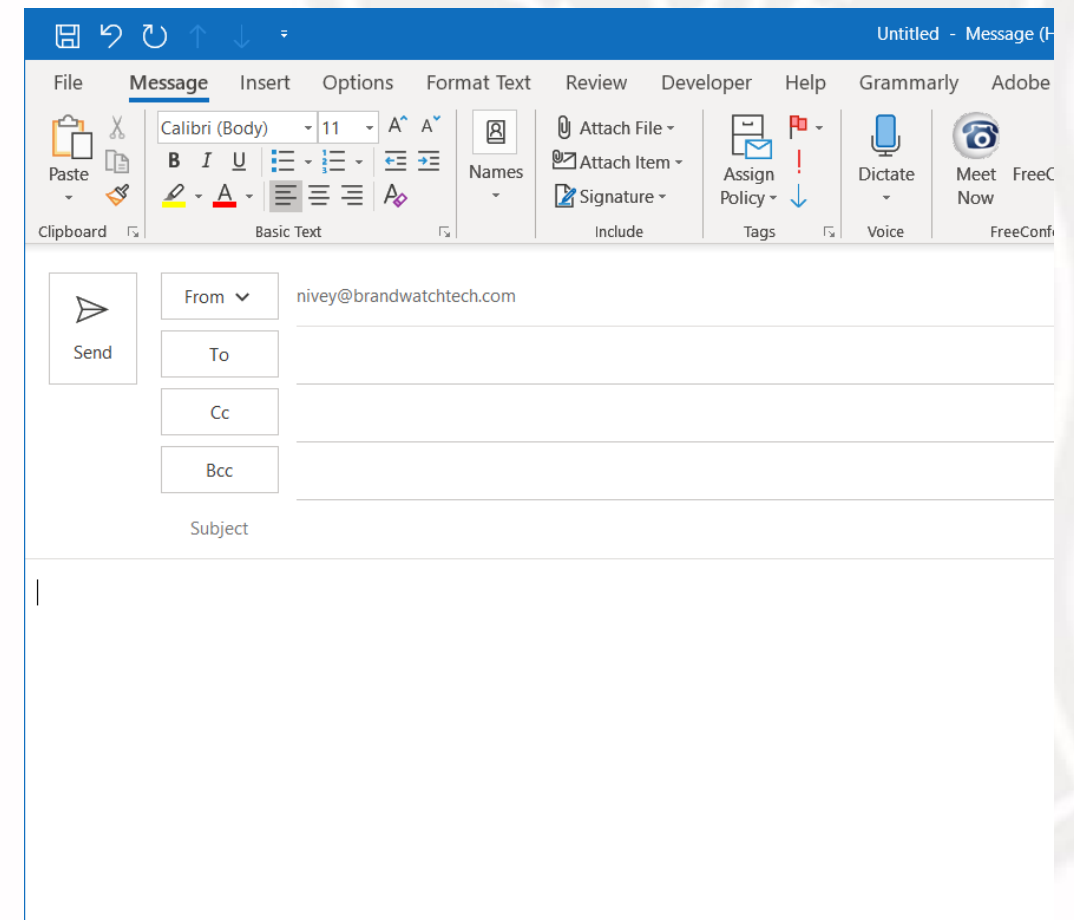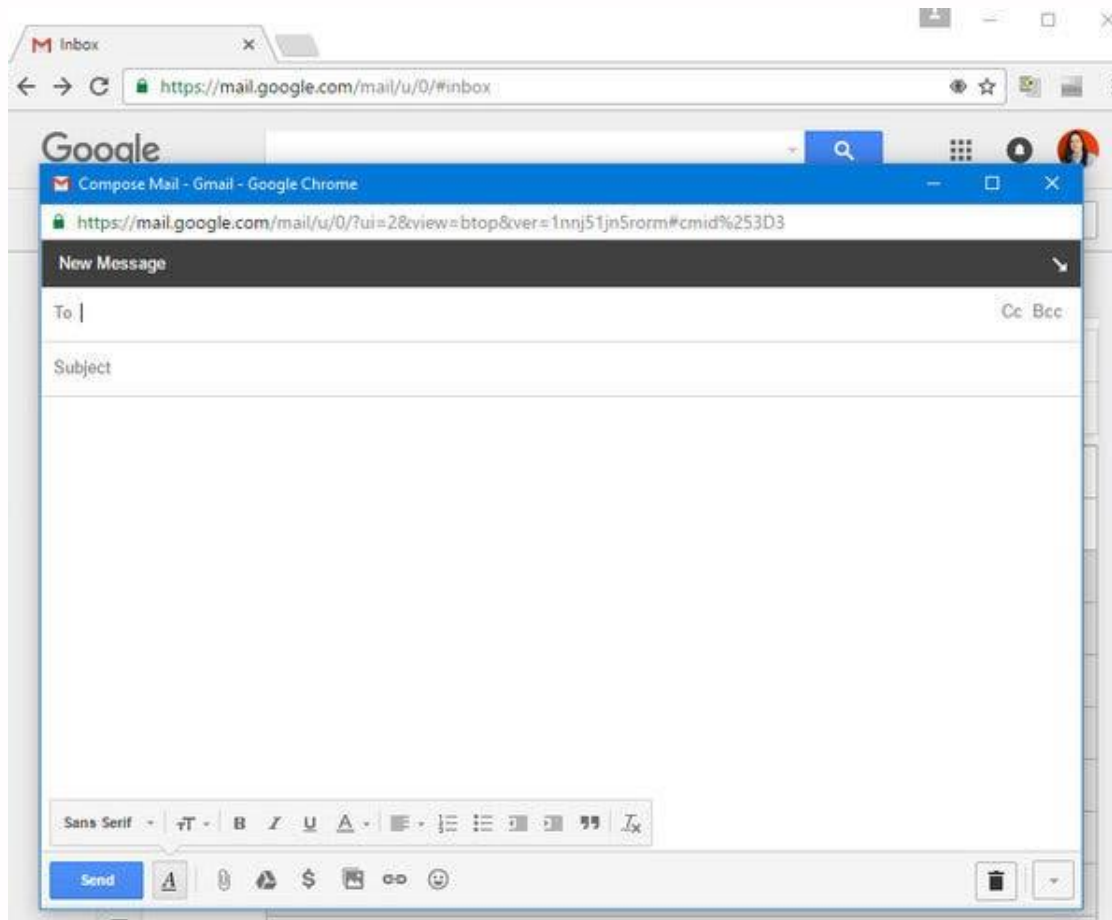and Computer Science
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Parts of an Email Message

Parts of an Email Message

- Recipients
  - To
  - CC
  - BCC

- Subject line

- Body of the email

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Interface for Composing Emails

Recipients

- Refers to the persons / groups / organizations to which you want to send the email to

- Three types of recipients:
    - **To –** main recipients of the email; are required to take action; no set maximum limit
    - **CC (carbon copy) –** secondary recipients of the email; not required to take action; usually used for heads of the TO recipients; limit to around 5 recipients
    - **BCC (blind carbon copy) –** sending emails to recipients but do not want anyone else to know you sent it to them; mostly used for mailing lists

Subject Line

- First message seen when sending an email to an inbox
- Gives the subject of what the email is about
- Helps filter out the nature of the messages and what needs to be prioritized by the recipient of the message

Subject Line

Tips in Creating a Subject Line
- Keep it short (around 10 words)
- Remove filler words
- Add nature of the email in the first words
- Include a call to action
- Prevent using promotional words
- Personalize the subject line
- Prevent using all caps
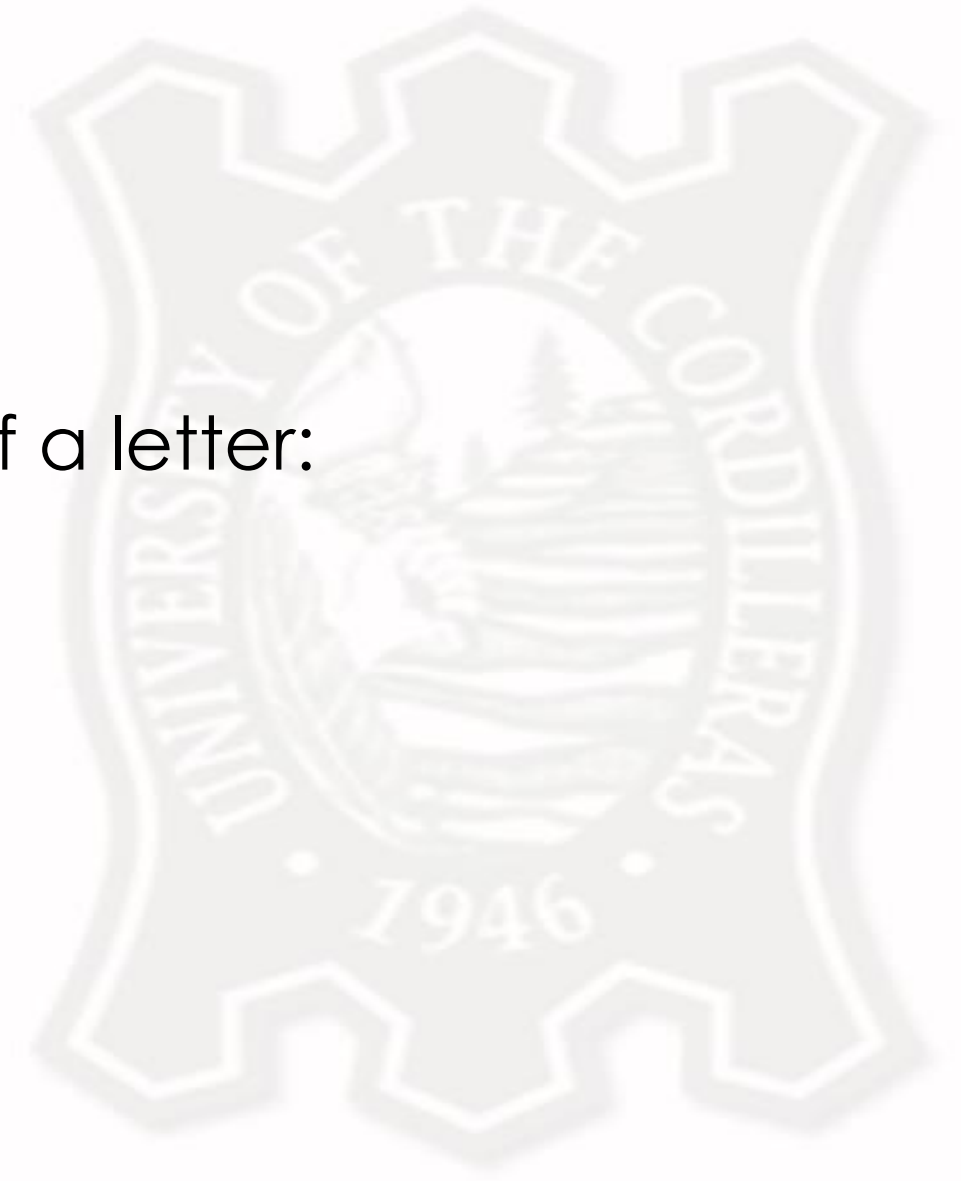- Use capital letters on the first letters of the word

Subject Line – Examples

Sample Situation	Sample Subject Line
Memorandum on in-house vaccination	[Memo] Vaccination on Feb. 3, 2022
	Memo on Vaccination Schedule
	Vaccination Schedule for Employees
Submission of risk assessment document	URGENT: Risk Assessment Document
	Urgent Submission on Risk Assessment Document
	Reminder: Submission of Risk Assessment Document on Feb. 3, 2022

Body of the Email

- Includes all parts of the email
- Follows similar construction to that of a letter:
  - Salutations / greetings
  - Body of the letter
  - Closing remarks
  - Name of sender

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Body of the Email

Specialized Email Functions

• Bullet points

• File attachments

• Signature

• Delayed sending

Body of the Email

Specialized Email Functions – Bullet Points

• Though can be done in letters, it is mostly seen in emails

• Highlight / list down points of action using bullet points

• Types of bullet points:
  • Unordered bullets (black circle)
  • Ordered bullets (1, 2, 3…)
  • Quotations (used to refer to previous statements on another email)

Body of the Email

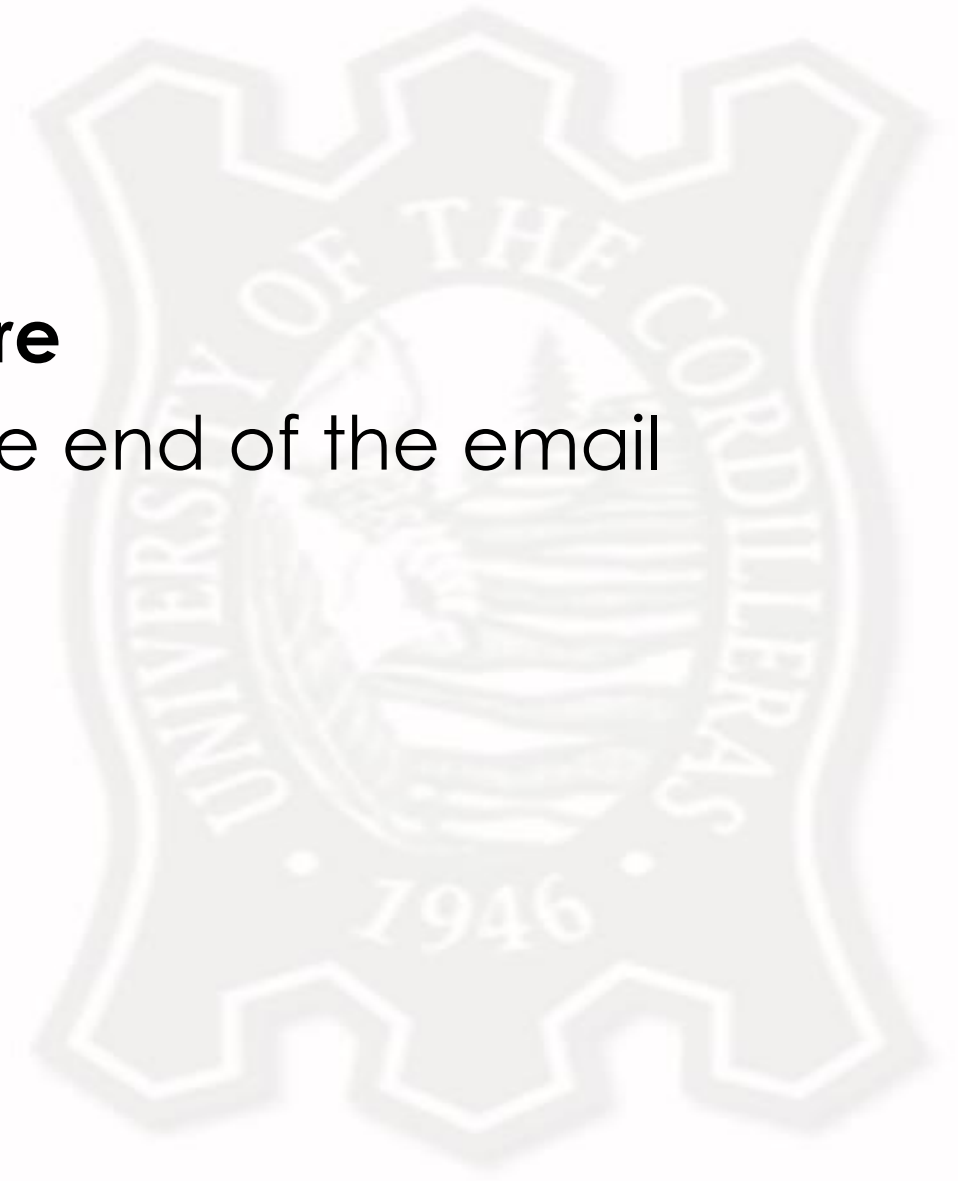**Specialized Email Functions – File Attachments**

- Attach anything (usually PDFs, word documents, spreadsheets, presentations, images, etc.) with the email

- For signed documents, use PDF

- When doing so, include a statement to this email:
  - *Example: Attaching a risk assessment document (in PDF)*
  - Attached to this email is the requested risk assessment document.
  - Below is the attached document.

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Body of the Email

Specialized Email Functions – Signature

- Automatically add a signature at the end of the email
- Can include the following:
  - Closing remarks
  - Name and position
  - Name and logo of the institution
  - Disclaimer policies
- Prevent the following:
  - Quotations
  - Unnecessary logos and designs

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Body of the Email

## Specialized Email Functions – Signature

- Tips in creating a specialized signature:
  - Create different signatures for different occasions
  - Match the formatting with the formatting in the email
  - The most important parts must be in bigger fonts; the disclaimer policies may be placed smaller
  - For the images, use a very small size file and ensure that it is in JPEG format
  - Maintain professionalism in the creation of the signature

Body of the Email

Specialized Email Functions – Delayed Sending

- Send a message within a given time and date

- This is especially useful when responding to recipients with a strict set of office hours
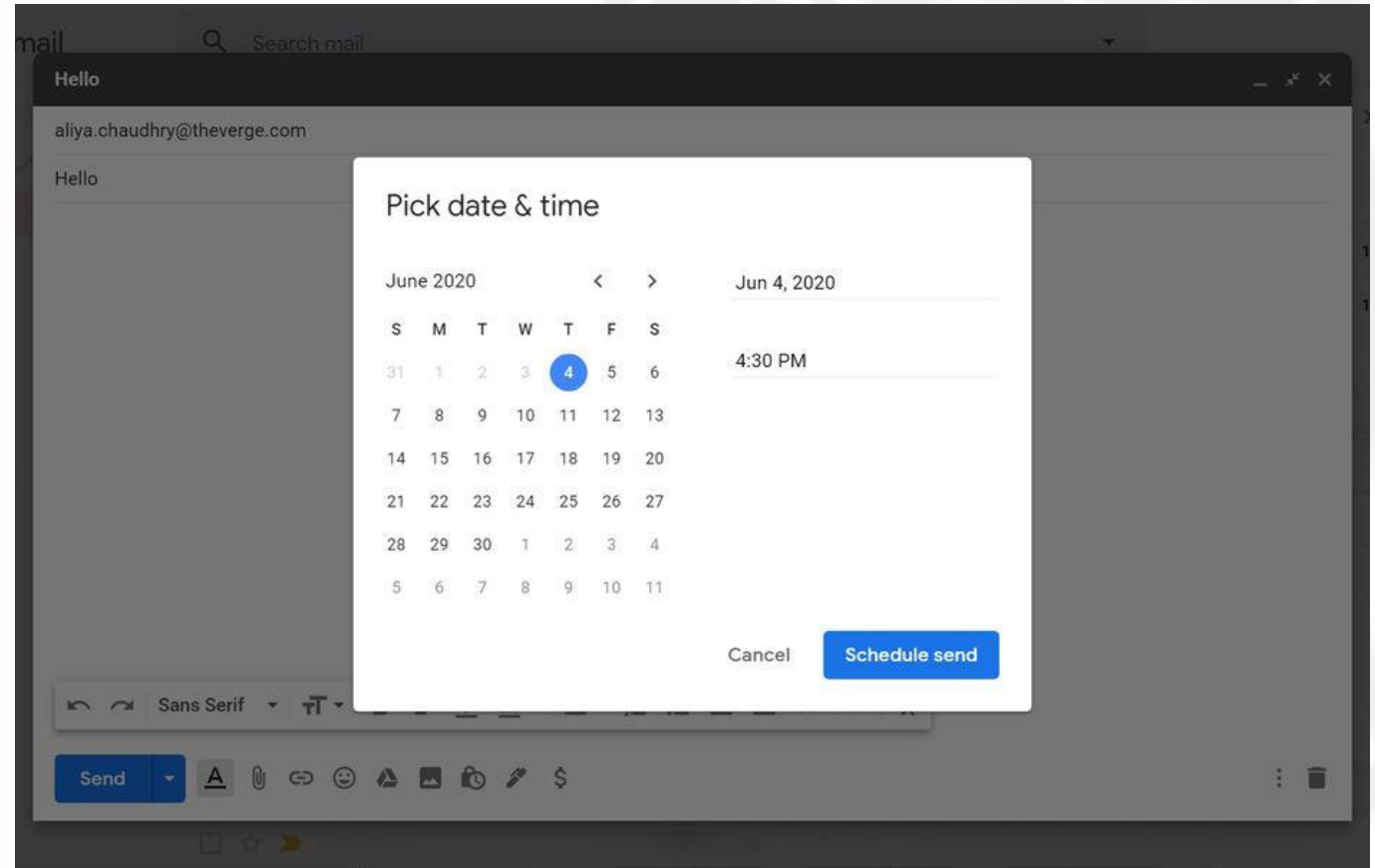
Best Practices for Constructing Business Emails

Best Practices in Email Construction

- Use the same tips when creating business emails
  - Maintain a professional tone
  - Formal / informal greetings and closing remarks are to be used accordingly
  - Keep it short and simple
  - Have a call to action
- Choose and maintain a specific font style, size, and color
  - Dependent on the grounds of the company

References

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