Email Etiquette

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Why is it Important?

- Email has become very prevalent in most people's lives and many use it to cheaply and quickly communicate.

- Most people are accustomed to using email, people still are not very knowledgeable when it comes to understanding how email functions.

- In a business environment people receive about 100 emails daily, these should be kept clear and precise.

General Guidelines

Know Your Purpose

- Clear emails always have a clear purpose.

- Think "Why am I sending this? What do I need from the recipient?"

- If you can't answer these questions, then you shouldn't be sending an email.

- Also ask "Is this email really necessary?"

Use the "One Thing" Rule

- Emails are not the same as business meetings.

- You can't have multiple items on your "Agenda".

- The <u>less</u> you include in your emails, the better.

- Make each email you send about one thing only or send multiple emails.

Practice Empathy

- Think about your words from the readers point of view.
- Most people:
  - Are busy.
  - Appreciate a complement.
  - Like to be thanked.

Type unto others how you like to them to type unto you.

Email Structure

Structure of an email

From Samuel Allison <samuel.allison@xyz-inc.com>

To Karen Jones <karen.jones@lmno-inc.com>

Subject Marks report

Salutation — Dear Karen:

Message Content — Have you completed a revision of the Marks report, and if so, may I have a copy of it? I would like to take it to my meeting with Rachel tomorrow.

I will be in my office until noon if you have any questions.

Closing — Regards,
Sam

Signature File —
--
Samuel Allison
Director, Marketing
XYZ, Inc.
123 Anywhere Street
New York, NY 10024
Tel: (212) 555-1234
Fax: (212) 555-3456
samuel.allison@xyz-inc.com
www.xyz-inc.com

Body

To and From Fields

From: <wedad.hussein@fcis.asu.edu.eg>

From: Wedad Hussein
<wedad.hussein@fcis.asu.edu.eg>

Your Email

❌ WhiteKnight@yahoo.com

✅ wedad.hussein@fcis.asu.edu.eg

Subject

- Always include a brief Subject.
- No subject can get your email flagged as spam.
- Case:
    - ♦ Capitalize each letter except minor words.
    - ♦ or, Capitalize first letter and proper names only.
- Feel free to modify the Subject field to more accurately reflect a conversation's direction.

Subject

- Should be brief but descriptive.

Technology Report

Report on Technology Expenses for the Second Quarter of 2007

Technology Expenses Report Q2 2007

Good or Bad Subject?

- **Subject:** Hi. ❌

- **Subject:** Purchase of new printer now approved ✔

- **Subject:** 5 Ideas for Joanna's birthday present ✔

- **Subject:** Team Meeting ❌

Email Body

Salutation

- Make sure your e-mail includes a courteous greeting and closing.

- Helps to make your e-mail not seem demanding or abrupt.

- Make sure that you spelled the name of your recipients correctly.

Salutation for Single Recipient

Salutation	Comments
To Whom It May Concern	You do not know the name or the position of the person.
Dear Sir or Madam	Similar to the above.
Dear Mr. Smith	Formal, a person you do not know well
Dear James	Colleagues and co-workers.
James, James-	Fine in many contexts, but could be considered abrupt.
Hello James,	Acceptable if you know the person well.
Hi James,	Casual. Unacceptable in a business setting.

Salutation for Multiple Recipients

Salutation	Comments
- Good Morning - Good Afternoon	Can be used for multiple recipients.
-Dear Sirs -Dear Gentlemen	Acceptable if all the recipients are males.
Dear Colleagues	Respectful and friendly. But don't include for people who are your seniors.
Dear Tim and Jane	No more than two recipients.
[None]	Only if generally accepted in a work environment
-Hello - Hi	Both unprofessional but "Hi" is more so.

Content

- Identify yourself (for those who don't know) and state briefly your intentions.

- Be sure you are including all relevant details or information necessary to understand your request or point of view.

- Generalities can many times cause confusion and unnecessary back and forth emails.

Content (cont.)

- Keep emails brief and to the point. Save long conversations for the telephone.

- Take the time to review each email before clicking Send to ensure your message is clear and you are relaying the tone that you desire.

- Try to keep the email brief (one screen length)

Tone

- Read your email out loud to ensure the tone is that which you desire.

- Try to avoid relying on formatting for emphasis; rather choose the words that reflect your meaning instead.

- If your email is emotionally charged, walk away from the computer and wait to reply. Review the Sender's email again so that you are sure you are not reading anything into the email that simply isn't there.

Formality

- Address your contact with the appropriate level of formality.

- Formality is in place as a courtesy and reflects respect.

- Assume the highest level of formality with new email contacts until the relationship dictates otherwise.

- Refrain from getting too informal too soon in your email communications.

Language

- Spell check - emails with typos are simply not taken as seriously.

- Are you using proper sentence structure? First word capitalized with appropriate punctuation?

- Type in complete sentences.

Formatting

- Do not type in all caps. That's yelling or reflects shouting emphasis.

- Typing in all lower case is unprofessional.

- Do not use patterned backgrounds. Makes your email harder to read.

- Stay away from fancy fonts.

- Refrain from using multiple font colors in one email.

- Use emoticons sparingly to ensure your tone and intent are clear.

Courtesy

- A few additions of the words "please" and "thank you" go a long way.

- Multiple instances of !!! or ??? are perceived as rude or condescending.

Closing

Closing	Comments
Sincerely,	Polite and professional but may come across as excessively formal. Don't use with people you already know.
Regards,	Safe and acceptable in all situations.
Thank you,	When you need to show appreciation.
Thanks,	Similar to above but more casual.
[None]	For people you have a good relation with, closing with only your name is acceptable.

Signatures

- Use a font consistent with the font you use for the email text.
- Include your business title and department.
- Consider adding your company's web site.
- Don't add cell phone number unless:
  - You check your messages frequently.
  - You are prepared to answer your cell phone professionally.

Examples

Criticize

From: xyz@fcis.asu.edu.eg

To: wedad.hussein@fcis.asu.edu.eg, dr.ali@fcis.asu.edu.eg

Subject: Assignment #1 Question #1

Mission Complete

Criticize

From: xyz@fcis.asu.edu.eg
To: wedad.hussein@fcis.asu.edu.eg
Subject: Homework

i was told to do this on the homework. I also wanted to ask if i can make up the homework to turn it in early because next thursday I will not be in town due to prior arrangements that cant be rescheduled. thanks

Criticize

From: Ahmed Mohamed

To: wedad.hussein@fcis.asu.edu.eg

Subject:

As a requirement for homework1 in report writing class I am sending you this email.

My name is Ahmed Mohamed

Best Approach

From: Ahmed Mohamed
To: wedad.hussein@fcis.asu.edu.eg
Subject: Report Writing, homework 1

Dear Dr. Wedad

Homework 1 for Report Writing required that students send their instructor an email using their university email address. The purpose of this email is to satisfy that requirement.

Best Regards
Ahmed Mohamed

Attachments

Including Attachments

- Be sure your virus, adware and spyware programs are up to date and include scanning of your emails and attachments both incoming and outgoing.

- It is better to spread multiple attachments over several emails rather than attaching them all to one email.

- Make sure the other side has the same software as you before sending attachments.

- Never open an attachment from someone you don't know.

Large Attachments

- When sending large attachments, always "zip" or compress them before sending.

- Never send large attachments without notice! Always ask what would be the best time to send them first.

- Learn how to resample or resize graphics to about 600 pixels in width before attaching them to an email.

Never Ever

Send an attachment without body text.

CC, BCC, RR

To vs. CC

- To field: put in this field people who are required to respond or you need actions from.

- CC field: you do not require a response, you just want them to know (FYI).

Why Use CC?

- It keeps other people "in the loop" on certain issues (often used to keep managers up to date on issues).

- It lets people know if they are expected to take action, or if they are just being informed.

- It allows you to make the receiver aware that other people know what is going on.

BCC

- Stands for Blind Carbon Copy.
- Used when you want other people to receive the message, but you don't want the other recipients to know they got it.
- Used also when recipients do not know each other (emails are private).
- One good use of *Bcc* is when sending an e-mail to hundreds of people.

Guidelines

- Overuse of CC can cause your emails to be ignored.

- Remove addresses from the To:, CC; and BCc: field that don't need to see your reply.

- Think about your motives when adding addresses to To:, CC:, BCC.

- Never expose your friend's or contact's email address to strangers by listing them all in the To: field. Use BCc:!

Read Receipt (RR)

- A <u>read receipt</u> is an email notification delivered when a recipient opens an email you send.

- Do not use the read receipt feature on every email you send.

- It might fill the mail box and cause other messages to bounce (sends an additional notification)

- Using RR excessively can be viewed as intrusive, annoying and can be declined by the other side anyway.

When to use RR?

- Use the read receipt feature only for messages that are critical and time sensitive in nature.

- Business users turn on the read receipt feature when they send an important or critical message to senior managers.

- Use a phone call instead.

Replying & Forwarding

Guidelines for Reply

- Just because someone doesn't ask for a response doesn't mean you ignore them.

- Always acknowledge emails from those you know in a timely manner (48 hours).

- If you cannot respond to an email promptly, at the very least email back confirming your receipt and when the sender can expect your response.

Guidelines for Reply

- Before getting upset because you perceive someone didn't respond, check to see if their reply was inadvertently deleted or sent to your Trash or Junk folder.

- Refrain from using an old email an hitting reply to start a new subject.

Emotional Emails

- Never assume the intent of an email. If you are not sure -- ask so as to avoid unnecessary misunderstandings.

- With emotionally charged emails, wait until the next morning to see if you feel the same before clicking Send.

The "Reply All" Feature

- In most cases replying to the Sender alone is your best course of action.

- Refrain from using the Reply to All feature to give your opinion to those who may not be interested

Forwarding Guidelines

- Don't forward emails that say to do so-- no matter how noble the cause may be.

- People have the right to ask you to stop forwarding emails to them.

- Always accompany the mail with a personal comment.

- Be careful when forwarding email on political or controversial issues.

Forwarding Guidelines (cont.)

- Don't forward anything without editing out all the forwarding >>>>, other email addresses, headers and commentary from all the other forwarders.

- If you must forward to more than one person:

  ♦ Put your email address in the TO: field.

  ♦ Put all the others you are sending to in the BCc: field to protect their email address from being published to those they do not know.

Forwarding Guidelines (cont.)

- Posting or forwarding of private email is copyright infringement -- not to mention downright rude. Ask for permission.

- If you forward an email that turns out to be a hoax, have the maturity to send an apology follow up email to those you sent the misinformation to.

IM, Chatting and Texting

Guidelines

- Be aware of when it is appropriate to use your smart phones.

- Start by asking if the person is available.

- If not ask when is the appropriate time to contact again.

- Texting is meant for brief communication.

Guidelines (cont.)

- Any thing that can't be communicated briefly should be discussed on email or via phone.

- If you are not a multi-tasker, don't open multiple sessions and keep people hanging.

- If you can't reply immediately respond to schedule another time.

Thank you