Email Etiquette
Quick Reference Guide

Email Etiquette 101

1. Proof messages before sending
2. Be careful using all caps & emojis
3. Include a clear subject
4. Let people know an email is received
5. Compress attachments
6. Reply promptly
7. Think before using reply all

Addressing Emails

✉ The subject should be concise and match the message of the email

✉ The email should only be addressed to necessary recipients

Did you know?

47% of emails are opened based on the subject line

69% of email is marked as spam based on the subject

46% of emails are opened on mobile first

Email subjects that create urgency are opened **22%** more

Source: https://www.invespcro.com

Know Your Audience

Is the reader a friend? Your boss? A stranger?

Is the tone friendly? Formal?

What kind of impression are you trying to make?

All these things should be considered before including humor, acronyms, emoticons, or slang in your email message.

PLEASE READ THE ATTACHED EMAIL ABOUT THE EMAIL I SENT YESTERDAY IN REFERENCE TO FLOODING THE SYSTEM WITH TOO MANY UNNECESSARY EMAIL. PLEASE FORWARD THIS EMAIL TO YOUR ENTIRE STAFF.

Message Content

An Email Message Should…

Get to the Point

The reader should immediately know the objective of your email. Your message will be lost if the action isn't identified in the first paragraph.

Be Personalized

Personal emails build direct connections with the recipient. This can be as simple as addressing the person by name.

Have Space Between Paragraphs

The white space between paragraphs increases readability and indicates a transition between topics.

Use Headers, Bullets, and Numbering

Summarizing large paragraphs into smaller sections with concise lists makes the email easier to process. Long emails are less likely to be read.

Not Include Confidential Information

Emails should never include confidential information such as social security numbers or banking information.

Formatting and Proofing

Once an email is ready to send, it's important to proof it and check for formatting issues. Check not only the message body, but the subject and recipients too.

DO'S	DON'TS
Re-read the message	Use poor grammar in your writing
Run your email client's spelling and grammar check	Overuse different fonts, font colors, or highlighting
Double-check the recipients	Use all capital letters
Keep formatting simple and easy to read	Overuse exclamation points

When Not to Send an Email

Email is not the only tool for communication, and in some cases it's a bad one. For messages that are full of emotion or conflict, or could be misinterpreted, choose a different form of communication.

A phone call should be used instead of email if you want to apologize, you anticipate a lot of questions, you need to give a long explanation, or there's a sense of urgency.

A face-to-face conversation should be used instead of email if the matter is personal, you want to strengthen a bond, seeing emotion is important, or there are complex details to discuss.

Never hide behind an email to express anger. Either write the message, then come back to it once you've settled down, or cool off and then have a conversation.

Response Time

Always respond to email as quickly as possible. Customers and co-workers need a response within 24 hours.

If you need more time to gather information, let the person know when they can expect a reply.

Use an out of office message if you'll be out for an extended period of time. Include how long you'll be out.

Attachments and Hyperlinks

You can share additional information in an email by including attachments and links.

📎 Attachments

- Limit file size—large files may be blocked
- Mention the included attachment
- Only include related and necessary files

🔗 Hyperlinks

- Should be clearly labeled and easy to identify
- Must go where they say they are going
- Should allow the reader to save time reading an email

Signatures

Lasting impressions are important, so wrap up your emails with a simple and professional signature. A good signature is informative and visually appealing but shouldn't include so much information that the reader is overwhelmed. You should also:

- Limit the number of fonts and colors used
- Keep graphic elements simple
- Use linked social media icons to drive traffic
- Make it mobile-friendly

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