

Electronic Written Communication

EAC 594

Emails, Memos & Letters



Agenda

- ▶ **Writing and formatting workplace emails, memos and letters**
- ▶ **Review**
- ▶ Chapter 6: Electronic Written Communication
 - ▶ Unit 18: Emailing
 - ▶ Unit 19: Netiquette and Social Media
 - ▶ Unit 20: Texting and Instant
- ▶ Chapter 7: Traditional Written Communication
 - ▶ Unit 21: Letters
 - ▶ Unit 22: Memos
- ▶ **Practice**



Routine Messages

- Emails
- Memos
- Letters



Identify

- Purpose
- Audience
- Channel



Source: <https://www.vectorstock.com/>

E-Mail Is Not Going Away



- Preferred channel for most business messages
- Fastest means of communication across borders
- Easily accessible (simple to use)

- Replacement for paper memos inside organizations
- Substitute for some letters to external audiences

Emails

- What **types of messages** do you think you would send by email?
- What **types of situations** are emails best for?



Source: <https://www.vectorstock.com/>

Emails

- Internal Emails - Examples:

- Newsletters
- Event notifications
- Company policy changes
- Announcements
- Meeting requests
- Status updates

Emails

- **External Emails - Examples:**

- Requests
- Claims
- Complaints
- Adjustments
- Promotional
- (Order) Status confirmation / updates

Emails

Three main parts:

- **Purpose** - why you are writing this email
- **Details** - give/ask information
- **Action** - request action



Source: <https://www.vectorstock.com/>

Email - Format

- **To** (receiver's email address)
- **From** (sender's email address)
- **Date** (auto-filled)
- **Subject** (quick and concise, use verbs)
- **CC** (you can see who else has received the email)
- **Bcc** (other recipients won't be able to see that someone else has been sent a copy of the email)
- **Body** Details
- **Attachments – documents; images; etc.**

Email - Format

BODY

- **Greetings:** Sound professional
- **Openings:** State why recipient is receiving email
- **Message body:** To the point; audience focused
- **Closing:** Action; desired outcomes/dates
- **Signature:** Full contact information



Applying 3x3 Writing Process to Email

1 Prewriting

Analyze: The purpose of this e-mail is to solicit feedback regarding a casual-dress policy.

Anticipate: The message is going to a subordinate who is busy but probably eager to be consulted in this policy matter.

Adapt: Use a direct approach beginning with the most important question. Strive for a positive, professional tone rather than an autocratic, authoritative tone.

2 Writing

Research: Collect secondary information about dress-down days in other organizations. Collect primary information by talking with company managers.

Organize: Begin with the main idea followed by a brief explanation and questions. Conclude with an end date and a reason.

Compose: Prepare the first draft remembering that the receiver is busy and appreciates brevity.

3 Revising

Revise: Rewrite questions to ensure that they are parallel and readable.

Proofread: Decide whether to hyphenate *casual-dress policy* and *dress-down days*. Be sure commas follow introductory clauses. Check question marks.

Evaluate: Does this memo encourage participatory management? Will the receiver be able to answer the questions and respond easily?

Email Example

To: Michael Harding <Michael.Harding@schilling-voigt.com>
From: William Laughton <william.laughton@schilling-voigt.com>
Subject: REQ: Your Reactions to Our Casual-Dress Policy
Cc:
Bcc:

Mike,

Should we revamp our casual-dress policy? I'm asking you and other members of our management team to consider the questions below as we decide whether to change our policy at Schilling & Voigt.

As you know, we adopted a casual business attire program several years ago. Some employees saw it as an employment benefit. To others it was a disaster because they didn't know how to dress casually and still look professional. Since we originally adopted the policy, times have changed and the trend seems to be moving back toward more formal business attire. Here are some questions to consider:

- What is acceptable to wear on dress-down days?
- Should our policy restrict body art (tattoos) and piercing?
- How should supervisors react when clothing is offensive, tasteless, revealing, or sloppy?
- Is it possible to develop a uniform definition of acceptable casual attire?
- Do the disadvantages of a dress-down policy outweigh the advantages?
- Should we refine our dress-down policy or eliminate it?

Please give careful thought to these questions so that we can discuss them at our management meeting April 17.

Bill

William Laughton, President
Schilling & Voigt, LLP
4500 Water Street, Suite 250
Bridgeport, CT 06699
Phone: 475-439-9080 | Fax: 475-439-7819 | Cell: 475-336-6535

Provides functional subject line and REQ to remind receiver that a response is required

Opens with receiver's name to express friendliness and to mark beginning of message

Uses bullets to improve readability

Closes with full contact information



Best Practices for Better E-Mail

- Clear subject line
- Salutation (always required)
- Body
 - Follow logical pattern: Purpose - Details - Action
 - Use standard caps and lowercase characters – never all uppercase or lowercase.
 - Avoid graphics, font changes, and italics
- Closing lines (always required)
- Include a complete email signature (your contact information)

Email – An example of how **NOT** to write

To: McDonald Kyte mcdonald.kyte@senecacollege.ca
Subject: communication analysis assignment

Hi professor,

I just wanted to inform you that while I was attending the assignment my exam window got closed and now it's showing me like this. Can you please reopen the window for me.



Thank you

This example is for the sake of educational purposes only and is not directed towards a particular individual, age, gender, nationality, or group.

Email – An example of how to write

To: McDonald Kyte mcdonald.kyte@senecacollege.ca
Subject: Can you check my Communication Analysis?

Good morning, professor

I'm ***Student's Full Name***, taking your class EAC 594.

I just finished and submitted the Communication Analysis.

However, I saw an error message during the submission process.

Please check if it has been submitted without any problems.

Regards,

Student Name

Student's Full Name

ID # 1234567

Accounting

[*studentname@myseneca.ca*](mailto:<i>studentname@myseneca.ca</i>)

This example is for the sake of educational purposes only and is not directed towards a particular individual, age, gender, nationality, or group.

Email – An example of how to write

To: McDonald Kyte mcdonald.kyte@senecacollege.ca
Subject: Communication Analysis

Hello Professor,

The test was an excellent practical exercise. I just submitted it. There was a table in Q1; I could not type my answers directly; that's why I copied it in MS word and pasted the completed table in the typing section below, along with the corrected mail. I hope you will consider it.

On another note, I look forward to your classes every week; it's super engaging and rich in content. Unfortunately, I have a training on *Day*, and I will miss the upcoming week's lesson. I will catch up with my friends to ensure that I don't miss anything. Have a wonderful weekend. I will see you on the *date*.

Best Regards,

Student Name

EAC_594.AAA

This example is for the sake of educational purposes only and is not directed towards a particular individual, age, gender, nationality, or group.

Best Practices for Better E-Mail



Figure 18.2: A summary of important tips to composing effective emails (Doyle, 2019).



Best Practices for Better E-Mail

DOs

- Be Concise
- Include specific details, especially names and dates
- Strive for correctness (proofread)
- Watch your tone
- Avoid attachments (maybe blocked due to their size)
- Acknowledge receipt



Best Practices for Better E-Mail

DON'Ts

- Don't send anything you don't want published
- Don't try and be funny
- Don't forward without permission
- Don't copy everyone (use CC wisely)
- Don't send an email when you are angry

Interesting Article

Link:

[Steve Jobs Knew How to Write an Email. Here's How He Did It](#)

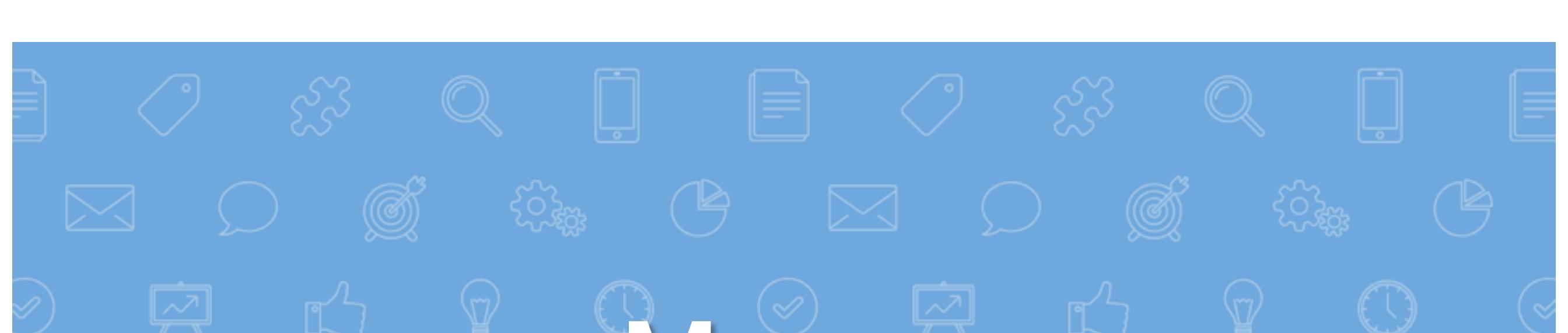
Steve Jobs Knew How to Write an Email. Here's How He Did It

A detailed look at an old email from Steve Jobs teaches some important lessons. [🔗](#)

BY JUSTIN BARISO, AUTHOR, EQ APPLIED @JUSTINJBARISO



Getty Images



Memo

Fun Facts:

From Latin: Memorandum

"a written note of something to be remembered"

"a record of something for future reference or consideration"



Memo

- In business, a **memo** is typically used by firms for internal communication, while *letters* are typically for external communication.
- Memo – Internal
- Letters – External
- Memos are still used in business
- *Sometimes* Memos are sent as an attachment to an email

Memo

- What **types of messages** do you think you would send by memo?
- What **types of situations** are memos best for?



Source: www.unsplash.com

Memo – Purpose

- Intended to inform
- One-to-many
- Just the facts
- Internal (employees)
- Communicates official messages

Memo – Sending Memos

Company Policy Changes

- Hours, products sold, insurance, health benefits
- *Anything employees need to know*

Announcements

- Promotion, welcome to a new employee,
- Holiday parties, a congratulatory message

Request for an action

- Do employees need to sign up for something by a specific date?
- Are volunteers requested for community work or special project?

Reminders

- For upcoming tasks or important meeting

Emails & Memos

Format

Email:

To:

From

Date:

Subject:

Salutation

- **Purpose**
- **Details**
- **Actions**

Closing

Full Name

Contact Details

Memo:

To:

From

Date:

Subject:

Salutation

- **Purpose**
- **Details**
- **Actions**

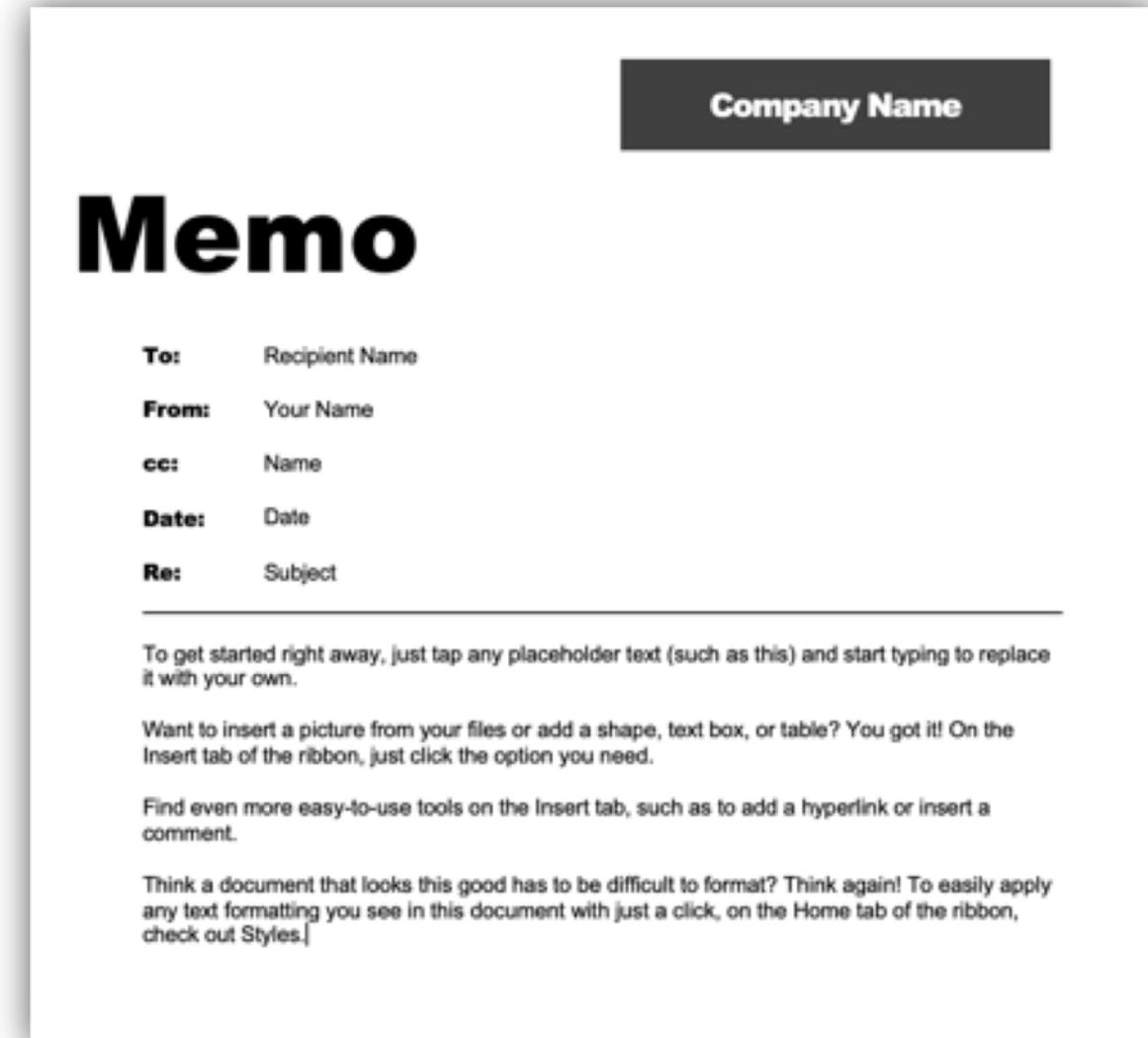
Closing

Full Name

Contact Details

Memo – Format

- To
- From
- Date
- Subject
- Message



Memo – Format

- To
- From
- Date
- Subject
- Message

Memorandum

TO: GTS Sales Staff
FROM: Karen Moore
CC: Mr. John Sakazaki
DATE: April 18, 2008
SUBJECT: Customer Presentation

The JSKL Marketing presentation you prepared last week to showcase our new product line was exceptional!

Your enthusiasm, sales strategy, and product knowledge were impressive and certainly sealed the deal with Mr. Lockhart!

Thank you for your outstanding work and dedication. Bonus checks will be distributed next week.

My sincere congratulations to all of you!

Effective Memos

Characteristics:

- Audience orientation
- Professional tone
- Subject emphasis
- Direct format
- Objectivity

“

A business memo
is most effective when
it connects your purpose
with your readers' interests.

SUPER COPY EDITORS



Memo – Example

Seneca

TO: All students and employees

FROM: David Agnew, President

RE: Strike averted – academic activities continue

I am pleased to announce that OPSEU, the union representing professors, counsellors and librarians, and the College Employer Council have agreed to enter into binding interest arbitration and the strike has been called off.

All academic activities, including classes and labs, will continue as scheduled tomorrow, Friday, March 18.

I know this has been an anxious time for our students and employees as we awaited the outcome of today's bargaining session. Thank you for your understanding, and my best wishes as you complete the term.

Memo – Example

Seneca

TO: All students and employees
FROM: David Agnew, President
RE: Masking protocol effective May 1, 2022

As the term comes to a close, a warm congratulations to students successfully completing their programs. And a huge thank you to the faculty, support staff and administrators who were part of that success.

While many students will be graduating or resuming their studies in the fall, thousands of new and returning students will be joining us for the May term, which starts for full-time students on May 9.

I wanted to update everyone on our masking protocol when coming on campus.

We had hoped to relax our masking protocol. But with continuing significant community transmission of COVID-19, and strong recommendations from public health authorities, we will continue to require masks to be worn on all Seneca campuses in common areas as well as in teaching and learning spaces.

The masking protocol will remain in place for the May term. Other details about our vaccination policy and safety protocols can be found [online](#).

Seneca will continue to make your health and safety our top priority.

Memo – Send as an Email

Masking protocol effective May 1, 2022

PD

President David Agnew

Thursday, April 21, 2022 at 11:18 AM

To: seneca-students@senecacollege.ca; seneca-employees@senecacollege.ca

FROM: David Agnew, President

RE: Masking protocol effective May 1, 2022

As the term comes to a close, a warm congratulations to students successfully completing their programs. And a huge thank you to the faculty, support staff and administrators who were part of that success.

While many students will be graduating or resuming their studies in the fall, thousands of new and returning students will be joining us for the May term, which starts for full-time students on May 9.

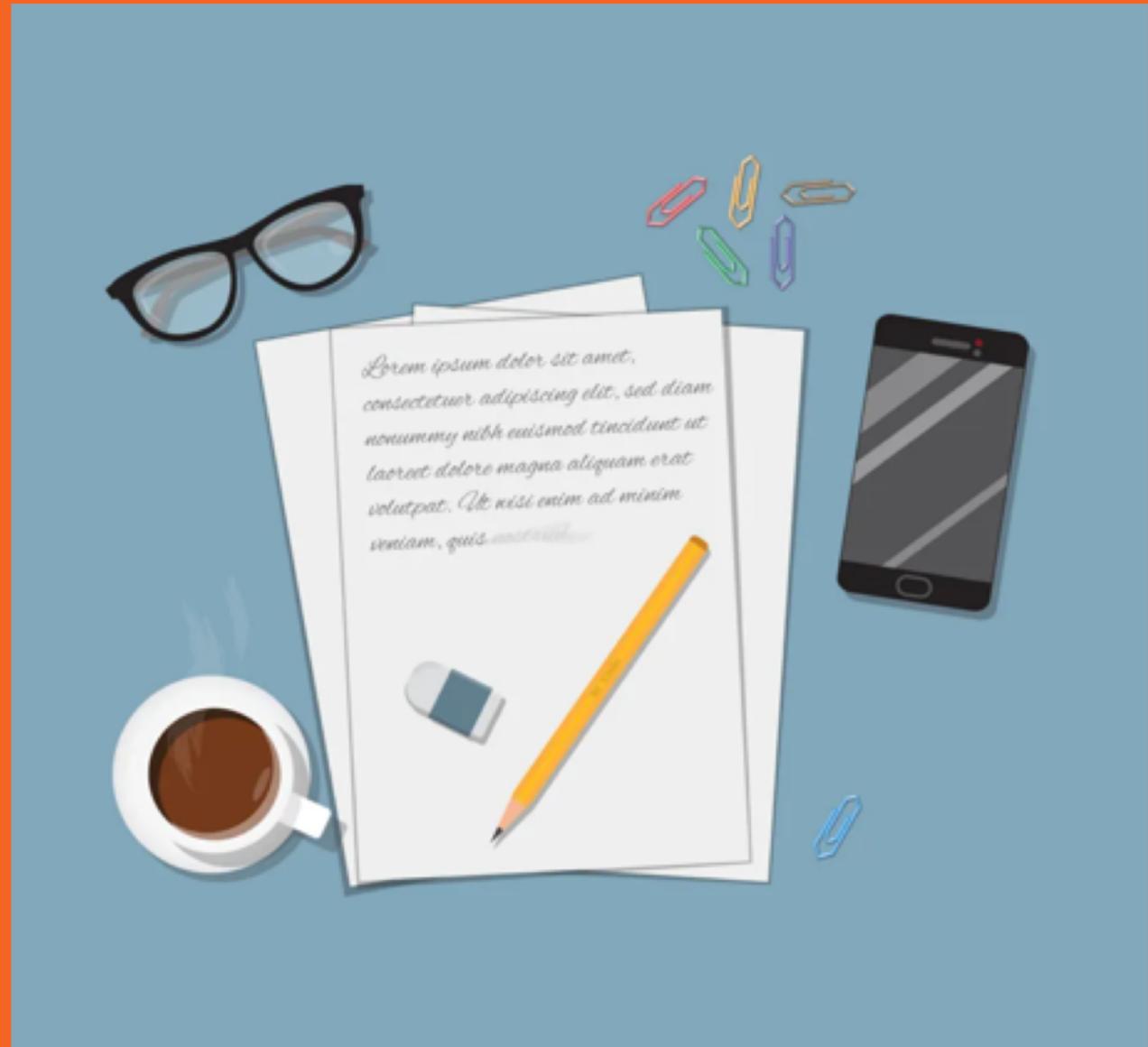
I wanted to update everyone on our masking protocol when coming on campus.

We had hoped to relax our masking protocol. But with continuing significant community transmission of COVID-19, and strong recommendations from public health authorities, we will continue to require masks to be worn on all Seneca campuses in common areas as well as in teaching and learning spaces.

The masking protocol will remain in place for the May term. Other details about our vaccination policy and safety protocols can be found [online](#).

Seneca will continue to make your health and safety our top priority.

Letters



Source: <https://www.vectorstock.com/>

Letters



- **What types of messages** do you think you would send by letter?
- **What types of situations** are letters best for?

Letters



Types of messages

- Internal
- External

Types of messages

INTERNAL

- 
- Application
 - Promotion
 - Letter of resignation
 - Dismissal
 - Recommendation

EXTERNAL

- Sales & Promotional
- Order
- Follow-up
- Cover Letters
- Inquiry & Replies
- Complaint & Adjustment
- Recommendation

Letters



- External (customers /prospective customers)
- Most commonly used to **inform**, can also **persuade** (sales and promotions)
- One-to-one communication
- Uses company letterhead (very formal)
- Creates a permanent record

Letters – Common Elements



- Return address
 - Date
 - Recipient note
 - Inside address
 - Salutation
 - Subject line
 - Introduction
 - Body
 - Conclusion
 - Close
 - Signature
 - Reference initials
 - Enclosure notation
 - Copy notation
 - Mailing notation
 - Logo/contact information
-

Letter sample

Uses personally designed letterhead

Addresses proper person by name and title

Purpose + Details

Relevant details + Action

Closing

Signature
Full name
(Sender's details)

Linda Lau

123 Main Street, Anytown, CA 12345 · 555-555-5555 · linda.lau@email.com

March 5, 2020

Oscar Lee
Managing Editor
Acme Graphic & Design
123 Business Rd.
Business City, NY 54321

Dear Ms. Lee,

I would like to invite you to attend our upcoming Liberal Arts department job networking event. The event will be held on the afternoon of May 1, 2020. We wish to provide our graduating seniors with an opportunity to meet business leaders in the area who may be looking for new hires who hold degrees in the Liberal Arts.

The event will be held at the Cox Student Center at Northern State University, and will last about 2 to 3 hours. If you have an interest in attending or sending a company representative to meet with our students, please let me know at your earliest convenience and I can reserve a table for you.

Thank for your time and I hope to hear from you soon.

Respectfully,

Linda Lau

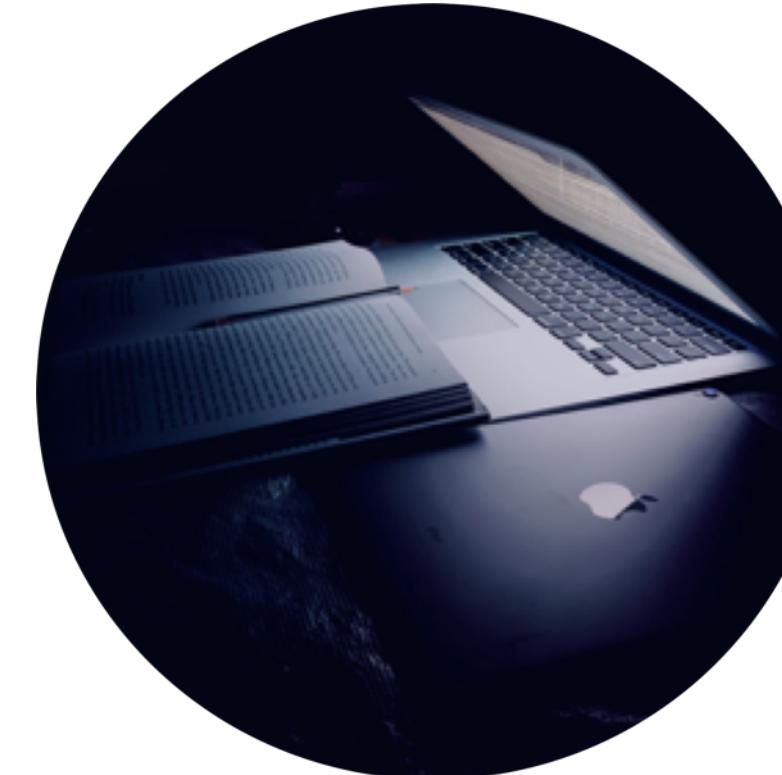
Linda Lau
Liberal Arts Department Chair

Sources

"Communication @ Work" by Jordan Smith is licensed under CC BY 4.0

Practice

- ▶ **Document Analysis – Direct Request** (Activity document in Week 6 folder)
- ▶ **Email: Formal Response**
(Exercise – Question 2
Course Book Unit 18)



Weekly Inspiration

PEOPLE OFTEN SAY THAT
MOTIVATION DOESN'T LAST.
WELL, NEITHER DOES BATHING.
THAT'S WHY WE
RECOMMEND IT DAILY.

— Zig Ziglar



How to Get Motivated

*“You are the average of the five people
you spend the most time with.”*

— Jim Rohn

