

**THE ETIQUETTE OF THE VIRTUAL WORLD**  
**EMAIL ETIQUETTE**

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# Define: Etiquette

- The customary code of behavior
- Protocol
- the code of ethical behavior regarding professional practice or action Customs
- Norms of behavior in the society

# Why Email Etiquette?

- Formal communications need some sort of mannerism
- A set code of behavior to interact in a formal environment
- Emails are the most common form of virtual interactions
- If not written cautiously emails can be easily misunderstood

# The Basics

- Emails are time sensitive
- Be formal and not too decorative
  - Have formal email address.
  - Your email address creates an impression!
- Write- Check and recheck
- Be cautious of sharing personal data

Let's start getting into the details...

# Following the etiquette- Subject

- Short, Crisp & Meaningful.
- An appropriate headline for the content.
- Clearly defines the gravity of the content and the context
  - Example: Important: Notice for meeting with the Hon'ble Pro- chancellor
- When subject changes a new thread starts.

# Following the etiquette- Addresses

- The hierarchy is the key reference
  - The use of:
    - TO: for the direct recipient
    - CC: for purpose of keeping other interested parties informed or a courteous information
    - BCC: Purely for the purpose of keeping in loop
- Tip: BCC should be used with caution...

# Follow the etiquette- Addresses

- Multiple receivers & privacy
  - To keep addresses private follow:
    - Put your own email id in “TO”
    - “CC” the rest of them
    - BCC in an organization creates distrust.

# Following the etiquette- Response

- Time sensitivity
- Be careful while choosing method of replying
  - Reply
  - Reply all
  - New email
- Be an alert responder
- Emails are electronic letters- be patient



# Following the etiquette- Tone

- Positivity is the key.
- Be empathetic.
- Be pleasant and polite
- Use of “please” and “thank you” is appreciated.

# Following the etiquette- Content

- Structure and layout create an impression.
- Be concise
- Precision in the language is important
- When replying: order should be same as the receiver.
- Avoid any type of jargons.
- Avoid using CAPITAL letters

# Following the etiquette- Attachments

- Send attachments in compatible format.
- Don't send too many attachments in an email.
- Do mention in the email the name of the attachments sent.
- Attachment may contain viruses.

# Following the etiquette- Forwarding

- Forward messages only with a proper reason.
- When forwarding a message do mention the purpose.
- FYI, PFA, FYA etc....

# Other Important Tips

- Avoid Sarcasm
- Be gender neutral
- Beware! Emails are considered in the court of law.
- Don't write emails to let off your steam
- Respect other's time
- Be careful of the hidden readers!!

# Following the etiquette- Signatures

- A clear indication of a “Sign-off”
- Should be professional and brief
- Should state who & what
- <https://www.wisestamp.com/>
- [Stationery Central](#)
- [My Live Signature](#)

**LET'S WRITE TO COMMUNICATE AND  
COLLABORATE!**

**THANK YOU!**