

BCSL Assignment 15

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Title: Email Etiquettes

Problem Definition:

Understand importance of email etiquettes. Learn ways for effective email communication. Get to know the dos and don'ts while writing an email.

Importance of Email Etiquettes:

Adhering to the email etiquette will help you establish professionalism, build stronger relationships in the workplace, and represent your employer well. It'll also make communications more efficient and prevent you and the business from getting into trouble. Familiarizing yourself with professional email etiquette will help you communicate respectfully with others and succeed in your career.

Types of Emails:

- Newsletter emails
- Lead nurturing emails
- Promotional emails
- Milestone emails
- Survey emails

General Structure of Email:

- The Header
 - The email header gives us common details about the message such as the unique identity of the message. The details of the users of the 'from' and 'to' ends are also stored here. The email header consists of the following parts. However, the exact contents of the header can vary according to the email systems that generate the email message.
 - Subject
 - Sender (From:)
 - Date and time received (On)
 - Reply-to
 - Recipient (To:)

- Recipient email address
 - Attachments
- Subject
 - The subject part is the topic of the message. In most email systems, if the content view of the folders is set to view each messages separately, the subject part also will be visible with the user's name. These subject fields are scanned by the spam scanners to evaluate the messages.
- Sender (From:)
 - This field describes the 'from' address of the email. This will specify the sender's email address. Usually, it will be the "reply-to" address.
- Date and time received (On)
 - This is the date and time the message received.
- Reply-to
 - This field describes the email address that will become the recipient of the reply to the particular email. When you reply, it will go to this email address despite the sender email address.
- Recipient (To:)
 - This is the first/last name of the email recipient as configured by the sender.
- Recipient email address
 - The email address of the recipient is specified here.
- Attachments
 - Some emails could be attached with files such as text, image, audio, video etc. These files are specified here.

- Body
 - The actual content is stored in this part. This will be in the format of text. This field could also include signatures or text generated automatically by the sender's email system. As we mentioned earlier, the contents of the emails can be varied according to the different email systems used by each user.

Points to be remembered:

Write a clear subject line

- To adhere to email etiquette, aim for a clear and short subject line that describes what your email is about in a couple of words or a concise sentence. Use identifiers such as "proposal" and "application" that immediately tell the recipient explicitly what to expect from your email.

Start with a professional greeting

- The best way to greet a person in an email always depends on your relationship with them and the subject matter. The appropriate way to start an email professionally varies from formal to casual, but you should never come across informal.

Some of the most common greetings include:

Dear Ms./Mrs./Mr. <Last name>,

Hello <First name>,

Hi <First name>,

The list of informal greetings that count as bad email etiquette ranges from "Heya" and "Yo" to just the recipient's name

Don't forget to introduce yourself

- You shouldn't ever assume that the recipient knows who you are. Especially if you contact someone you don't know for the first time, it's part of email etiquette to start your email's body with a brief introduction – a short line or two covering relevant information will do.

Keep it short

- As an average office worker receives well over 100 emails a day, no one has time to read lengthy messages. you should be upfront about your email's purpose by stating it in the very beginning. Make your point fast, don't be wordy, and use short sentences that read well.

Structure the email properly

- A professional email should include a subject line, greeting, body, sign- off, and signature. Straying away from this structure can be considered as a violation of email etiquette. You should always separate these parts with paragraph breaks to make your message easily digestible.

Use sentence case

- Using a sentence case means capitalizing the first letter of the first word in a sentence and any proper nouns. Using capital letters in a conventional way is part of business email etiquette, so you shouldn't stray from it. Remember that writing in all caps at work is also considered a faux pas.

Watch your tone

- Be intentional with your word choices and always consider how the recipient might interpret them. As you can't rely on facial expressions and intonation to deliver the message, make an extra effort to come across as positive.

Write like nothing is confidential

- Keep away from discussing sensitive topics or confidential information over email as they can get into the wrong hands notoriously easily. No matter who the recipient is, you shouldn't trust that they're the only person who'll see your email as a leak can be just a matter of accidental forward or CC.

Spare the exclamation points!!!

- you should be mindful when using exclamation points in business emails. The only real reason to use one is to express excitement – and that never requires more than an exclamation point.

Be aware of cultural differences

- Miscommunication can easily happen due to cultural differences.
- The risk is even greater in written words as there's no body language to accompany the message. That's why you should try to familiarize yourself with the recipient's culture when you are emailing someone abroad. Accommodating their preferences will help you to build stronger relationships with them.

Conclusion:

The activity of email etiquettes helped me a understand the importance of writing efficient, short, crisp, and confident emails. It will help me write better emails in the future.