EMAIL ETTIQUETTES

**WRITING A PROFESSIONAL EMAIL**:

Use a [professional email address](https://www.spikenow.com/blog/tips-tricks/professional-email-address/) – Your company email or an email you have created for professional reasons.

Think about the purpose of your email – Your message should be direct and to the point, clearly stating your purpose.

Identify your audience – Think about who you are writing to so you can ascertain the kind of tone (formal/informal) and the type of information you will need to include.

Be concise – Ensure your email contains all the information you need to share but that it doesn’t run on and on.

Use a standard font – Professional emails should avoid the use of ornate or playful fonts as some email programs won’t support them. Additionally, do not overuse capitals, bold, or italics.

Proofread – Always proofread your messages before hitting send. Review for spelling and grammar, double-check that the correct information is included, and make sure any [attachments](https://www.spikenow.com/features/file-management/) are correc

**Professional Email Subject Lines**

The [subject line](https://www.spikenow.com/blog/tips-tricks/writing-a-killer-email-subject-line-to-grab-attention/) of a professional email should contain all the information the recipient needs to identify the purpose of your email. It should be succinct but also personalized so that it can be easily distinguished from spam.

**Starting a Professional Email**

When thinking about professional email etiquette, there’s no need to stick to formal openings and, depending on who you are writing to and why, you can afford to be a little more familiar. However, for people you are contacting for the first time, sticking with the formal option is usually the best idea.

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| **Greeting** | **When to Use** |
| Dear Jane, | When you are familiar with the recipient and you know their name. |
| Hi Team, | If you need to send a group email to your team or project members. |
| Dear Client/s | If you need to send information to a client or multiple clients. However, wherever possible, you should use the client’s name. |
| Dear (Dr./Professor/President) (surname) | When writing to someone with an official title. |

**Writing the Body of Your Professional Email**

The body of any professional email should be concise and contain all the information you want to share laid out logically. The difference between a professional email and a formal email is that, very often, you can leave out many conventional formalities and get straight to the point.

**Introduction** – If you are writing a professional email, your introduction should be concise and contain a snapshot of the information contained within the email.

Language – Professional email etiquette may use either formal or casual language depending on who you are writing to. However, remaining polite and clear should be your priorities.

Formatting – Following professional email etiquette means that your message should be formatted as clearly as possible. Use short paragraphs that are clearly delineated. If required, bullet points are a useful tool to concisely put across important points.

**Ending a Professional Email**

When[ending a professional email](https://www.spikenow.com/resources/how-to-end-an-email/), you should include a closing statement, a professional closing, and your signature. These three elements combined ensure that your message is polite and professional while providing the recipient with further contact details and your position.

**Call to Action**– A professional email should contain a call to action. Perhaps you need a prompt reply, further information, or any other guidance on how the recipient can help.

Formal Closing – A professional email needs a professional closing. Make sure you tailor your closing to the tone of your email and ensure you remain polite.

Signature – Create a signature that contains your full name and the company or organization you belong to. You can also add other information such as your title, and contact details.

**Sending a Professional Email**

Once you have refined each of the above elements and crafted the perfect formal email for your purpose, it’s time to hit the send button. However, before you do, there are a few things to remember:

**Check Email Addresses** – Always check the email addresses you have entered and that you are sending your email from the correct address if you use multiple email addresses. This is particularly important for professional emails as making a mistake could have legal consequences.

Check Your Text – Another important point to remember before you hit send is to proofread your emails. Check for spelling, grammar, and clarity and edit your professional email to ensure it is correct.

Double Check Attachments & Links – Make sure your attachments and links are working and that you have attached or linked to the correct source.

**What is the Difference Between Casual Email to Formal Email?**

A formal email differs from casual, everyday emails and messages in that it follows a defined structure and requires a different type of language. Formal emails get directly to the point while presenting important information or requests in a clearly laid out manner. When learning how to write a formal email, it’s important to remember that the recipient should be able to easily identify the core points of your message so that they can be addressed in a reply.

With casual emails, on the other hand, you don’t have to worry so much about having a rigid structure and you are able to use much less formal language. While in a formal email you would try to avoid colloquialisms and contractions, for example, they would be expected in a casual message.

Furthermore, a casual email is much more likely to include emojis, which would almost never be acceptable in a formal message. While you should still try to stick to the point in a casual email, people won’t be as bothered if you include a little extra to make it personal.

To clarify the difference a little more, here are a couple of examples that convey the same message, but one in a formal style and the other in a casual style:

**An example of some casual language:**

I don’t have the report from this morning’s meeting, can you send it over, please? Cheers 🙂

**An example of some formal language:**

I do not seem to have the report from the meeting this morning, could you please send it over at your earliest convenience?

Both are saying the same thing, just in different ways. It’s also worth noting that while formal emails aim for clarity and brevity, casual emails can often be a lot shorter. This is because many of the elements that make up a formal email can be cut. Speaking of which, let’s take a look at how you put these formal features together.