Tuesday: Email Etiquette Workshop

Email Etiquette

What is email etiquette?

Etiquette refers to rules or guidelines that control how an individual behaves in a society or among members of a particular profession or group.

Email etiquette refers to rules that govern communication or rather rules that guide an individual on how to communicate appropriately and respectfully via email.

Why is email etiquette important?

1. Good email communication skills are important because they are part of your career in the workplace. If you can write compelling emails this will indicate you have excellent communication skills.
2. Good email communication skills help you make a good impression making it more likely for you will get the response you want.
3. Emails that are straight to the point are much more effective than poorly worded emails.
4. Email etiquette sets the expectations of the reader. This can be good or bad depending on how the email is written. Even one spelling mistake can give the recipient of your email the impression that you are not attentive to detail, that you have poor language skills, or that you are simply lazy.
5. Even with other forms of communication arising, email still remains one of the most effective ways to communicate professionally.

First Step!

1. Using one of your group members laptop.
2. Go to **Google Drive** **(https://drive.google.com/)** and create a new Google Document.
3. Name the document "[Name of your group] Email Etiquette"
4. Share the document with the Professional Development Mentor.

Basic email etiquette rules

Whenever you are writing an email be sure to include all the following aspects

1. A subject line
2. Greeting
3. Request (Reason for writing the email)

4. Closing remark
5. Signature

Subject line

The subject line of an email is a very important aspect that should not be taken lightly. Below are a few aspects to always put into consideration when writing an email subject line

1. Make sure that you always use a subject line since it is the first thing a recipient will see when they get an email,and without the subject line your email will not be a priority in the reader's mind.
2. Always keep it professional. Do not include any informal words or phrases like 'Hey' or 'what's Up'. Always remember to use professional and polite language.
3. For your email to be read and marked by the receiver, the subject line must be catchy. So, it is always best to refrain from using long subject lines, since it doesn't catch the reader's attention easily.
4. Always make sure the subject line accurately represents your request or the message you are relaying to the recipient
5. Another important thing to put in mind is that some recipients use spam filters to get rid of spam emails or emails that are not important. Spam filters use various algorithms to keep unwanted email from recipient's eyes. With this, good subject lines may or may not get past an automated filter. However, beyond the automated spam, a good subject line will allow your readers to see quickly that your message is truly not a spam and as a result, they are more likely to read the quality content you've crafted for them.
6. In an email applying for a job, use the job title as the subject line, so the employer knows what position you are interested in. The advantage of doing this is that, first of all there may be multiple positions the hiring manager is seeking to fill, and it will be helpful for him or her to see at a glance which job you are applying for and secondly it also helpful in case there is an automated filter that categorizes the hiring manager's email.
7. In the end, it is a matter of respect. You show respect for your recipients when you help them predigest a message with a meaningful subject line. Not taking the time to craft a quality message, with a useful subject, could imply a lack of consideration for the recipient.

Examples

Python Developer - Your Name

Job Inquiry - Your Name

Ruby Developer Seeking New Opportunity

Meeting Request - Your Name

Inquiry - Your Name

Meeting Follow Up - Subject of Meeting

Java Interview Request - Your Name

Interview Confirmation Frontend Developer Position - Your Name

Task

In this whole exercise, assume that you have received an invitation to interview via email for a Software Developer role that you had applied for earlier on at Cellulant Kenya.

The invite states:

Dear Joseph Muli,

As a result for your application for the Software Developer role, I would like to invite you to attend an interview on the 30th of August at 2 pm in our offices at Adlife Plaza on Ngong road.

The interview will last for one hour. Please bring your CV and relevant certificates.

If the date or time of the interview is inconvenient, please contact me via email in order to arrange a more convenient time.

We look forward to seeing you,

Best regards,

Faizal Mazo

Task

In groups of three students, create a subject line for the email. For this whole exercise **DO NOT** copy the examples given.

Greeting

Much like a face-to-face conversation, email messages should start with a proper greeting.

How you begin an email sets the tone and may shape the recipient's perception of you. If you offend someone in the salutation they may not continue reading your email.

Below are a few examples of greetings and the meaning behind each greeting that you may consider using.

Example

1. "To whom it may concern". This is a cold and very impersonal way to start an email message and so the recipient might think that the email does not concern them so there's no need for them to continue reading the email.
2. "Hello". This is not bad but a bit informal if you do not know the personal you are addressing very well or you do not know them at all.
3. "Good morning/afternoon/evening". This is also not a good idea since you are not sure the exact time that the recipient will read your email.
4. "Mr./Mrs./Ms. [last name]". When you use this, The recipient may feel like you're about to reprimand or rebuke them.
5. "First name". The use of the first name is a bit informal and abrupt. Especially if you add an exclamation point, it gets even more annoying. Do not use a recipient's first name if you do not know them well.
6. "Hi {Name}". This is a good greeting especially if you know the recipient
7. "Greetings". This is a good backup to "Hi, {name} especially if you don't know the recipient's name. But you should always do whatever you can to find out that information.
8. "Hey". This is fine to use with your friends, but the very informal salutation should stay out of the workplace. It's not professional especially if you're writing to someone you've never met.
9. "Dear {first name}". This is not the worst greeting in the world, but it's a little old-fashioned.
10. "Dear friend". If you don't know a recipient's name, then you probably aren't friends. Make a point of doing research and knowing who you are sending an email too especially if you are applying for a job.
11. "Dear Sir or Madam". Is way too formal and I insist again, make a point of doing research and knowing who you are sending an email too especially if you are applying for a job.
12. "Gentlemen/Ladies/ Hi All". This is not proper at all. When you are sending an email to a group of people always address them as "Hi Everyone".
13. "Mr./Mrs./Ms. {first name}. This is not appropriate in the professionally. On a lighter note this is how young children address their teachers: "Mrs. Susan, can you help me with this math problem?"
14. {Misspelled Name}. Never misspell a recipient's name. She or he may feel insulted by this. Always double check to ensure that the recipients name is well written

Task

Using the examples above,choose at least three possible proper ways of greeting the email recipient (Faizal). Choose one greeting and respond to the email.

Request

This is where you state your reason for emailing the recipient.

1. Do not beat around the bush, go straight to the point since the recipient may get bored going through the email before getting to know what exactly it is that you want. Do not also assume that the recipient knows what information you are trying to relay.
2. Use proper written not spoken language.
3. Do not assume that the reader will get a joke or understand sarcasm so keep jokes out of professional emails especially for people you do not know.
4. Use proper grammar and sentence structure.
5. When writing an email assume that it is a public document, and anyone may receive access to it.

Example

Thank you very much for the invitation to interview for the Front End Developer Position.

I appreciate the opportunity, and I look forward to meeting with Ian Johnson on June 30th at 9 am in your Madaraka office.

Task

Still in groups, craft a proper response to Faizal's email.

Closing remark

The closing remark should be short and precise. If your message was a request then the closing remark should be of you thanking the recipient for considering your request. But do not demand for an immediate response.

If you are applying for a job position then you should thank the recipient for taking the time to read the email and show a future focus in them.

Examples

I appreciate the time you took to read my email, looking forward to hearing from you soon

I look forward to hearing from you soon

If I can provide you with any further information prior to the interview, please let me know.

Task

Come up with several closing remarks that your group can use to respond to Faizal's email. Choose one and use it to respond to the email.

Signature

When signing off or closing on a professional email put into consideration the below aspects.

1. Always remember to use a professional email closing. Even if you are friends, avoid any unprofessional closings in a professional email whether internal or external. Avoid using closings such as "See ya later," "XOXO," or any other informal messages.
2. If you have a digital signature include it below the closing remark.
3. Include your full name that is your first and last name.
4. If you are working you can include your current company and your job title in the company (but if you are not employed you can leave this step out).
5. Lastly include your contact information which will be your phone number and email address.
6. Examples of some professional email signatures or closings include: Best, Best regards, Best wishes, Kind regards, Regards, With appreciation, With gratitude.
7. There are email closings which are not that professional but can be used in the office environment. These are email closings that would be appropriate if you were sending a work-related email to a close friend or colleague. But if you are unsure whether or not you are close enough to the recipient to send a semi-professional email closing, stick to a professional email closing. They include, Cheers, Faithfully, Many thanks and Warmly.

Example

{Closing remark,}

{Your full name}

{Your job title and company}

{Your phone number}

{Your email address}

Best,

Joseph Muli

0724001001

[josephmuli@gmail.com (mailto:josephmuli@gmail.com)](mailto:josephmuli@gmail.com)

Task

Select a group member and use their name and contact information to sign off to Faizal's email.

Final Review!

1. **As a group, read through the whole activity and give yourselves feedback using the below checklist as a guide. (https://docs.google.com/document/d/1mQJY80Td6IVzBUkIAw1D2WpinUxHi20pHOq3IKuoR6Y/edit?usp=sharing)**

   1. Review the **Subject line (https://docs.google.com/document/d/1JNnph0YwnftO5yQSeLZ2m7HLN4DGz2SI23I_PeIzqXk/edit#heading=h.w3wvbvajxo98)** , **Greeting (https://docs.google.com/document/d/1JNnph0YwnftO5yQSeLZ2m7HLN4DGz2SI23I_PeIzqXk/edit#heading=h.ahut6oac36yg)** , **Request (https://docs.google.com/document/d/1JNnph0YwnftO5yQSeLZ2m7HLN4DGz2SI23I_PeIzqXk/edit#heading=h.zh06v5vvfhkf)** , **Closing remark (https://docs.google.com/document/d/1JNnph0YwnftO5yQSeLZ2m7HLN4DGz2SI23I_PeIzqXk/edit#heading=h.x8uccxg9ispI)** and the **Signature (https://docs.google.com/document/d/1JNnph0YwnftO5yQSeLZ2m7HLN4DGz2SI23I_PeIzqXk/edit#heading=h.7iIqz4y3zbf8)** and ensure that the sections adhere to the instructions given in the student outcomes curriculum.

2. **Approach other groups so that they can give you feedback on the email using the above checklist. (https://docs.google.com/document/d/1mQJY80Td6IVzBUkIAw1D2WpinUxHi20pHOq3IKuoR6Y/edit?usp=sharing)**

3. **Once you are done with the whole activity, raise your hand to notify the Professional Development Mentor so that she or he can review the whole activity and give you feedback. (https://docs.google.com/document/d/1mQJY80Td6IVzBUkIAw1D2WpinUxHi20pHOq3IKuoR6Y/edit?usp=sharing)**