# Email: Principles and Etiquettes

Sayed Hisham

Assistant Manager - Operations

# Email

- **Electronic mail** is a method of exchanging digital messages between computer users. Email operates across computer networks.
- Examples of Email service providers include Gmail, Hotmail, yahoo etc.

# Principles of Email Communication

Place important information first

- More often than not, your colleagues may not have time to read lengthy e-mail messages, it is a good idea to put all the important information that you want to convey in the first three lines of the message. Whether you are seeking a clarification, making a request, or giving instructions, it is best to mention this right at the outset, so that it is noticed.

# Contd.

Pay attention to the tone

- Email lacks the personal quality of face to face communication, where body language and other nonverbal cues may be used to make the communication more positive.

- Therefore, you must pay close attention to the tone of the message and ensure that you sound friendly and courteous.

- Avoid using humour and sarcasm which might be misunderstood, or sending messages when you are angry or annoyed.

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Watch the content

- Email messages are not always confidential and one can never be sure who will read them. The minute an email message is sent, multiple copies are created on your own PC and server and on the recipient's PC and server.

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Include a specific subject line

- Your email message should always include a subject line that clearly mentions the topic of the email. Since business executives receive several emails a day, this would help them to decide which messages are most important to them. They will also have an idea of what the message contains.

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Explain attachments in the body of the email

- Attachments take time to download and should be sent along with an explanation in the body of the email, as to what they are all about. This will make it easier for the recipient of the message to decide whether they should be opened or not. Otherwise it will lead to unnecessary waste of time

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Pay attention to brevity, emphasis and white space

- The look, appearance and language used in the email message can influence the readability of the message.

- Some techniques for enhancing readability of email messages include short paragraphs ( six lines maximum), spacing between paragraphs, use of bullet points and numbers for lists, use of paragraph captions, highlighting main points in bold type and use of white space.

# Contd.

Proofread your email message

- Just as it is important to proofread business reports, letters and memos, email messages should also be checked for spelling and grammar mistakes, so as to avoid any embarrassment.

Set aside time to check email

- Email should not become a substitute for face to face interaction at the workplace, or cut into valuable time spent on other important jobs.

# Email Etiquette

1.Be polite

- These refer to the three "magic" words, "Please", "Thank You" and "Sorry". They are all the more important in email messages, which have to be extra polite and friendly

2. Avoid "shouting"

- Shouting in an email message refers to use of all capital letters in the text. All caps make it difficult to read a message and are therefore considered to be rude, like shouting.

# Contd.

3. Avoid symbols and acronyms

- Symbolic messages using punctuation marks, known as "emoticons" should be avoided, especially in business related e mail messages.

- Similarly, It is better to avoid abbreviations such as BTW, *by the way* since they sound over casual and may not be understood by everyone.

# Contd.

4.Respond promptly

- Even if you are hard pressed for time, In the case of business related emails, prompt responses to emails are always appreciated.

5. Use friendly salutations and signoffs

- Although these are not strictly required in email communication as in business letters, a salutation such as "Dear Mr. X" and a signoff such as "Warm Regards", helps to make the tone friendly and personal.

# Contd.

6. Avoid sending "junk mail"

- Do not send irrelevant messages or messages that are not work related, to people at work. If you overload people with this kind of mail, they will not pay attention to the really important messages.

# A Sample Email



**Update: Work Progress**

Manager@abc.org

Update: Work Progress

Dear Sir,
Here is an update on today's work:
1. As discussed in the morning, made modifications and additions on the system requirements.
2. Spoke to Charlesfor feedback on the existing process, incorporated his corrections to the SOP.
3. Created a design for two more module of the proposed EIS:
    a. Front Office Module
    b. Management Information Module
4. Resolved 23 token requests received today.

Also, please find attached:
1. Two modules mentioned above.
2. System requirements with modification and additions.
--
With Regards,
ABC,
Analyst - Information Technology,
XYZ Memorial Organization.

**Draft_modules.docx** (29K)  ×

**Sys_requirments.docx** (29K)  ×

**Send** ▼

Thank You