



# Inbox Management

Katie Siegel

HackMIT

# Don't do this.

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8/19/13

☆





to me, team, Bret ▾

No power? Wtf?  
That sucks.



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8/19/13

☆





to [redacted] me, team ▾

What the flying fuck [redacted] did you just reply-all that



# Or this.

9/15/14 ☆

↶ ▼

to Hemal, team ▾

The guy ignored me after like 4 emails

Sent from [Mailbox](#)

...

reply all!

9/15/14 ☆

Omfg reply all check

9/15/14 ☆

Let's do a reply-all donut fund

9/15/14 ☆

if you make a reply-all error, how do you undo send using outl

9/15/14 ☆

OMFG new app idea: scans your email for negative phrases/word:

9/15/14 ☆

9/15/14 ☆

↶ ▼

to ▾

Hey

Not sure I understood your last message! Happy to chat with anyone over the phone if that helps.

...

# Enable Undo Send

Sending... [Cancel](#)

Message has been sent. [Undo](#)

## Undo Send







by Yuzo F

Oops, hit "Send" too soon? Stop messages from being sent for a few seconds after hitting the send button.

☒ **Enable**  
☐ **Disable**





[Send feedback](#)



# Avoid this.


	<b>Kathryn Siegel</b> @aneesh — Sent from Mailbox On Sun, Sep 28, 2014 at 11:10 PM, Sean T Fitzgera...	Sep 30 ☆
	<b>Kathryn Siegel</b> @aneesh — Sent from Mailbox	Oct 1 ☆
	<b>Kathryn Siegel</b> @aneesh — Sent from Mailbox	Oct 2 ☆
	<b>Kathryn Siegel</b> @aneesh — Sent from Mailbox	Oct 6 (10 days ago) ☆
	<b>Kathryn Siegel</b> @aneesh — Sent from Mailbox	Oct 8 (8 days ago) ☆
	<b>Kathryn Siegel</b> <a href="#">via</a> mit.edu to team ▾ @aneesh — Sent from <a href="#">Mailbox</a>  ⋮	10:28 PM (28 minutes ago) ☆ ↩ ▾

# DO this.

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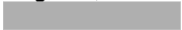
Jan 5   


to  me, team 

Hi 






Just checking in regarding the second travel reimbursement - will the check be sent soon?


Thanks again for all your help on this!

Regards,  





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



Jan 8   



to team 


ping




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Jan 12   

to  me, team 

Hi ,

We just received word that MIT's Financial Office finally finished processing them. We will send it out tomorrow.

Best,  




# Email accountability

- Option 1: snooze until taken care of by point person
  - What is snooze?
  - Avoid double reply by using bcc
- Option 2: reply-all @point
  - Don't rely on one person
  - Two pings = on fire

# The Strongly-Worded Email

- Short (ish) paragraphs
- Short sentences (to the point)
- State facts
- Never use:
  - “I think”
  - “Maybe”
- Eliminate all filler words



# This is effective.



to [redacted] team, [redacted] [dropdown icon]

Hi [redacted],

During last year's HackMIT, there was an unfortunate incident involving individuals from [redacted]. Members of our team encountered [redacted] representatives openly drinking in the HackMIT hacking space and had to ask them to stop. The [redacted] representatives seemed obviously intoxicated, which led to serious concerns about how this would make our event as a whole appear to both attendees and the MIT administration.

HackMIT is a university learning environment, and we found it unacceptable that company mentors and recruiters would be so disrespectful as to endanger our event by openly drinking. As a result, we are not comfortable with [redacted] attending our event again this year, though we would love to reopen this conversation for HackMIT '15!

Thank you for your understanding.

# Response:

[Redacted] 7/30/14 ☆ [Reply] [Dropdown]

to [Redacted], me, [Redacted] ▾

| Hi Katie,

[Redacted] from our team forwarded me your email. I lead the talent team for [Redacted]

We're pretty shocked when we saw your email. This is the first we've heard of this situation and are happy you mentioned it so we can discuss it internally. I can assure you people experience is very important to us. We focus a lot of our recruiting time on making sure we offer a world class experience. Please give us an opportunity to explore what happened before making a decision about allowing us to participate this year.

We do value the relationship with HackMIT and wish to amend the relationship ASAP. This is an important event for use to be part of as not only for recruiting, but HackMIT has been an important user of [Redacted] and last years winner [Redacted] intern at [Redacted] and is now a full time employee.

Last year we didn't have members of the recruiting team attend since we didn't want participants feel they are being recruited, but if it would make you feel better I would personally attend the event to ensure [Redacted] is well represented at the standards HackMIT us accustom to. If you are more comfortable discussing this matter by phone I will make myself available.

# Formality

- Never use “Dear Ms. \_\_\_\_\_”
  - Use first name
  - “Hi \_\_\_\_\_,”
- Address recruiters how you would address a new friend
  - Casual within reason
  - To the point
- Watch email copy-paste formatting!!

# Avoid being a bit too casual

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9/17/14 ☆

↩

▼

to , me ▼

katie,

thanks for your email. my mate  is organizing the dinner so can give you more details!  
she's cc'ed here.

\*\*\*

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10/2/13 ☆

↩

▼

to me ▼

katie siegel,

i am alas not going to hackmit. got this sequoia business event here in nyc. how was hacking in the big house yo? did you kill it?

a bunch of our guys are going up tho. you want me to introduce you one of them to have a chat etc? lmk!

talk soon.

\*\*\*

# Opener

- First sentence = TL;DR
- Never interacted? Introduce yourself
- Buzzwords
  - <University>
  - <Hackathon>
  - <Number of people>

# Example

Hi Rob,

My name is Jessica, and I'm a member of the team organizing HackMIT. We loved having Twilio at last year's HackMIT, and we would like to invite you guys to sponsor again this year. The event will be a 30-hour hackathon on October 4-5, and we are expecting a turnout of 1000 participants from schools all over the world.

HackMIT is a great opportunity to not only interact with some of the best and brightest student hackers, but also to associate your company with up and coming technologies. We would love to see Twilio at HackMIT this year and hope you will consider sponsoring again. I have attached a PDF with sponsorship details below. Let me know if you have any questions, and hope to hear from you soon!

Sincerely,  
Jessica Li  
HackMIT Organizer

# Promptness

- Sponsor emails: < 1 day
- Attendee emails: < 12 hours
- Urgent emails: < 1 hour
- On fire emails: < 1 minute (but actually)

# Group compose

- Only for long, important emails (admins)
- Point person sends out doc
- Group source composition
- Pertinent with time deadlines



# Facebook Intro?

- Use with discretion
- Never for sponsors
- Facebook intro effect: equalizer
- Definitely use to meet fellow organizers!

Why does this matter?

# 1. Raising Sponsorship

## 2. Administration Issues

## 3. Press

# Questions?

1. Enable undo send
2. Email accountability (pings)
3. The strongly-worded email
4. Appropriate formality
5. TL;DR opener
6. Promptness
7. Group compose
8. Facebook intro