# Email Etiquette: Subject Lines, Captions, and Formal vs Informal Emails

## 1. Different kinds of subject lines

1.**Informative** - Directly state the purpose.

Example: "Meeting Scheduled for 3 PM Tomorrow"

2.**Action-Oriented** -Ask the reader to do something.

Example: "Submit Project Report by Friday"

3.**Question-Based** - Engage the reader.

Example: "Are You Available for a Call Tomorrow?"

4.**Promotional** – Attract attention.

Example: "Limited Offer – 20% Discount on Courses"

5.**Reminder/Follow-Up** - For updates.

Example: "Reminder: Interview Scheduled for Monday"

## . Limitation of words or characters

1.Subject lines should be short and precise.   
2.Ideally 6–8 words or 30–60 characters so they are visible in inbox preview.   
3.Too long subjects may get cut off.

## Can we use sentences? Grammar rules?

1.Subject lines are not full sentences. Use short phrases instead.   
2.Grammar should still be correct, but avoid slang or casual language.   
 Example: Instead of "I am writing to request leave for tomorrow," write "Leave Request for Tomorrow."

## How do we create captions?

Steps to create effective captions:  
1. Be short & catchy (1–2 lines max).  
2. Use action words to attract attention.  
3. Add creativity, humor, or emotion if appropriate.  
4. Match tone with the audience (formal vs casual).  
  
Examples:  
- Corporate: "Building a Sustainable Future Together"

## What kind of punctuations are allowed in subject line?

Allowed:  
1. Comma (,) Colon (:), Hyphen (-), Question mark (?)   
2. Exclamation mark (!) only rarely in formal emails  
  
Avoid:  
 1. Multiple exclamation marks (!!!)  
 2. Emojis (in formal emails)  
 3. Special characters (#, $, %, etc.) in official mails

## Difference between Formal and Informal Email

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| --- | --- | --- |
| Aspect | Formal Email | Informal Email |
| Purpose | Professional, official communication | Personal, casual talk |
| Tone | Polite, respectful, to the point | Friendly, relaxed, conversational |
| Greeting | "Dear Mr. Sharma," "Hello Team," | "Hi Riya," "Hey buddy," |
| Subject Line | Clear & professional | Can be casual |
| Language | Complete sentences, proper grammar | Short forms, emojis, casual words |
| Ending | "Regards," "Sincerely," | "Take care," "Cheers," |