



Traditional Spelling, Grammar, and Punctuation Rules Apply



Be Clear And Concise

People are more likely to read and respond to your emails if you make an effort to be clear about the subject of your email, clarify the intended recipients, state any call-to-action and summarize any other need-to-know information early in the email. Ensure the mail you send is relevant to your readers: don't copy others into replies unnecessarily.

Clear Subject Lines

Always put a clear title in the subject box when composing an email. Make the words of a headline meaningful to the recipient to set the scene for the content and to help both you and them to file the email appropriately.

Clear Call To Action

Make it clear if and what action is needed, by whom, and set deadlines.

Detailed Signatures

It is good email practice to make clear who the email is coming from and to include contact details in any signature so that people can get in contact with you or your company easily.

Writing Style Tips & Best Practices

eMails are considered to be less formal than other means of communication, although they have become more formal in work settings in recent years so politeness is always important.

eMails are often skim-read; your reader has a lot of mail competing for their attention. Make sure you get your point across quickly by keeping your email concise and easy to read.

Use plain English and break up text by using short paragraphs, headings, and lists. However, numbered and bulleted lists may change format when read in other email systems so bear this in mind.

Avoid using all capital letters in both the subject box and the main body of text. It is considered to be "SHOUTING" in email terms.

Avoid using emoticons – they are too informal for work related communications

Attachment Etiquette

Be aware of the size of any document or file you are attaching. If you need to send attachments, bear in mind: your recipients account may not have much space, some company's mail servers reject very large attachments without notifying the recipients, and they increase the size of your sent box.

COMMONLY MISUSED WORDS

Your / You're

"**Your**" is a possessive pronoun — "**your car**." You're is a contraction of "you are." — You are reading this email.

Loose / Lose

If your pants are too **loose**, you might **lose** your pants.

Affect / Effect

"**Affect**" is a verb — "Your ability to communicate clearly will **affect** your income." "Effect" is most often a noun — "The effect of poor grammar on a person's income is well documented."