



Email etiquettes

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A handwritten signature in black ink, appearing to be "JN", is placed at the end of the copyright notice.

Avoid vague subject lines

1. Always include a subject matter that succinctly captures what your email is about. If your email is urgent or requires immediate response, include this in the subject line, but do this sparingly. If your email isn't urgent, then you will only annoy people by crying wolf.
2. Keep subject lines descriptive and short
3. Don't capitalize all your letters. No matter how urgent your email is, as you will look aggressive – it's like SHOUTING OVER EMAIL.
4. Sending long URLs is also an email etiquette no-no

Use proper email punctuation

Punctuation is subtle when you use it correctly and obvious when you don't.

Terminal Punctuation

Every line should end with a terminal punctuation mark, i.e. a period, question mark, or exclamation mark. If you skip terminal punctuation, it'll look like you never completed your thought.

Wrong - I talked to Finance, and they approved the agreement

Right - I talked to Finance, and they approved the agreement.

Use question marks sparingly

If you use too many question marks in one email, you'll sound like you're interrogating the recipient.

"What's your status? Have you talked to your team yet? Are you free for a call tomorrow at noon so we can discuss any potential changes?"

Semicolons (;)

A semicolon can also connect two unique, but related, sentences. It cannot act as a comma.

Wrong - She can call me tomorrow; she can give me an answer then.

Right - She can call me tomorrow; she can give me an answer then.

Salutation Punctuation

There are a few different ways to punctuate your salutation (the first line of your email where you address the recipient by name).

If it's a formal email, use a colon - Dear Ms. Frost:

If it's a relatively casual email, use a comma - Dear Aja,

And if you're on close terms with someone, you can use a dash - Hi Aja —

Exclamation Mark

Use exclamation marks as sparingly as you use question marks. If you go overboard with exclamation marks, you'll come across as hyper and overexcited.

"Thanks again for a productive conversation yesterday! Good news, I talked to Finance and we're good to go! Can't wait to work together!"

In general, exclamation marks aren't considered very professional. So, leave them for your happy hour text messages to friends.

Choose your email salutation carefully

You need to pick a greeting -- which can be formal or informal, depending on whom you're emailing and what your relationship is like.

Most of the time, a casual salutation is appropriate. You'll set a friendly, easygoing tone and communicate confidence.

Casual email greetings	Formal email greetings	Ones should you never use (not even as a joke)
<ol style="list-style-type: none"> Hi Hey Hey/hi there Good [morning, afternoon] [Name] 	<ol style="list-style-type: none"> Dear [first name] Dear Mr./Ms. [last name] 	<ol style="list-style-type: none"> Yo: Too informal Hey!: Too intimate and eager [Name]!: Too off-putting To whom it may concern: Too impersonal Dear sir or madam: Too stiff Hi friend: Too creepy Gentlemen: Too old-fashioned All: Too cold

Leave the right impression with your email sign-off

The right sign-off will complement the tone and content of your email. Since it's the last thing your recipient reads, this line influences their lasting impression.

Informal sign-offs	Formal sign-offs
<ol style="list-style-type: none"> Thanks Thanks again 	<ol style="list-style-type: none"> Thank you Thank you for your time

<ul style="list-style-type: none">3. Best4. Cheers5. Happy [day of the week]6. Enjoy the weekend7. Talk soon8. Talk to you [tomorrow, on Wednesday, when you get back]9. Looking forward to working together10. Looking forward to our next conversation11. Excited to hear your thoughts	<ul style="list-style-type: none">3. Have a wonderful [day, weekend]4. Sincerely: Too outdated5. Regards: Too unfriendly6. Kind regards: Too unnatural7. Warmly: Too relaxed8. Respectfully: Too random9. Xoxo: Too intimate10. Cordially: Too stilted11. - [Your name]: Too abrupt
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Use sentence case

When you're texting or on Slack, you probably don't capitalize much -- if anything. But when you're writing a professional email, use sentence case. In other words, capitalize the first letter of the first word in a sentence and proper nouns.

Example - We love reading.

Consider your email's tone

1. First, avoid negative phrases. They can make you seem more anxious, irritated, or worried than you truly are.
 - a. Examples - Mistakes, issues, failure, delay, problem, crisis, trouble, unfortunate, consequence
2. Second, don't be sarcastic. There's a good chance your recipient won't get the joke -- and you'll seem like a jerk.

- a. Example - "I'd ask my team to review it tomorrow, but as you probably know, no one actually gets work done on Friday."

Always use standard fonts and formatting

1. Want to make your recipient's eyes hurt? Use wacky fonts, fun colors, and offbeat formatting.
2. Always use the standard font.
3. Never use a color beside black. Stick to the standard font size.
4. Don't bold or italicize more than one word (or string of words) in a single email.
5. And if you're copying and pasting text, make sure you highlight it and clear the formatting. (Command + \ on a Mac, Ctrl + Shift + N on a PC.) If you don't, the snippet will appear differently than the rest of your email.

Call out attachments

1. Indicate somewhere in your email you've included an attachment
2. A simple "I've attached a [document, spreadsheet] for X will do the trick.
3. If you need to send a large attachment, make sure you "zip" or compress it first.
4. Get in the habit of attaching your file before drafting the body of your email. That way, you can avoid the dreaded, "Sorry, I forgot the attachment!" follow-up message.
5. Make sure you have good virus software in place to scan your outgoing emails - a customer would not be happy if you send them documents riddled with viruses!

Perfect your email signature

A bad email signature can really do a number on your relationships. Even if you write the most eloquent, persuasive message in the world, a poorly designed signature will make you seem like an amateur.

Stick to your name, job title, LinkedIn URL and/or company website, and phone number.

Fill out your email fields properly

To:	This field is simple. Add the email address of the person you're trying to contact.
Cc:	<p>If you'd like to include someone else on the message Cc them. You're essentially saying, "Hey, read this, but don't feel obligated to respond."</p> <p>Ccing someone is necessary when there's relevant information in the email or you're connecting them with the actual recipient.</p>
Bcc:	Bccing also copies your contact to the email, but no one besides them will see they received it.

Respond in a timely manner

1. Respond within 1 - 2 hours. Your team relies on you to work quickly and efficiently; plus, most emails are about timely matters.
2. As a general rule, respond to emails as soon as you're realistically able to. You don't want to leave people hanging

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Set informative out-of-office replies

If you're going to be unavailable for an extended period of time, an automated "OOO reply -- or out of office reply -- can let whomever is contacting you know that you won't be able to respond to their message until the date you'll be in the office again.

Do	Don'ts
<ol style="list-style-type: none">1. Include how long you'll be unavailable.2. Include another person to contact for more urgent matters.3. Include "OOO in your subject line so people can easily identify the automated response.	<ol style="list-style-type: none">1. Create an OOO response for one day.2. Include more detail than needed -- such as the exact location of your vacation.3. Include a colleague to contact without letting that colleague know they're in your OOO reply.

Few more to remember

1. Do not copy a message or attachment belonging to another user without permission of the originator; you might infringe on copyright laws.
2. Read your email before you send it.
3. Treat email like any other official company document.
4. Spelling and grammar errors are just as unfortunate in email as anywhere else in your corporate correspondence.
5. Look out for potential misunderstandings, the tone, and inappropriate comments; we use email because it is quick and easy but precisely that quickness may cause more trouble than you bargained for!