



Proper Formatting

- Have a professional email address for business communication:  
When doing business communication (including a job search), create a professional sounding email address. Do not send your resume out using [gigglegirl89@yahoo.com](mailto:gigglegirl89@yahoo.com). Make sure that your email address is professional sounding.




Proper Formatting

- Take care with abbreviations and emoticons :
  - In business emails, try not to use abbreviations such as BTW (by the way) and LOL (laugh out loud). The recipient might not be aware of the meanings of the abbreviations and in business emails these are generally not appropriate. The same goes for emoticons, such as the smiley :-).
  - Do not assume a smiley will cancel out an otherwise insulting or critical remark.




Proper Formatting

- NO SHOUTING!  
IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING. This can be highly annoying and might trigger an unwanted response in the form of a flame mail. Therefore, try not to send any email text in capitals.




Proper Formatting

- Provide clear detail in the subject line:
  - You can often need to send your colleague several emails regarding various projects, help them identify what you are speaking about in the subject line.
  - This can also prevent anti-spamming devices from sending your email to the junk folder.




Proper Formatting

- Fill in the "To:" line last:  
Messages often get sent to the wrong person because someone hits "reply" or "reply all" rather than "create a new message".




Proper Formatting

- Greetings and Closings:  
Sign your first name if you greet them by their first name (and vice versa).



**Proper Formatting**

- **Do not overuse the high priority option:**  
If you overuse the high priority option, it will lose its function when you really need it. Moreover, even if a mail has high priority, your message will come across as slightly aggressive if you flag it as 'high priority'




**Proper Formatting**

- **Use templates for frequently used responses:**  
Some questions you get over and over again, such as directions to your office or how to subscribe to your newsletter. Save these texts as response templates and paste these into your message when you need them. You can save your templates in a Word document, or use pre-formatted emails.




**STANDARD EMAIL ETIQUETTE**




**Standard Etiquette**

- **Remember the Human:**
  - Would you say what you are writing to this person's face?
  - Are you willing for these words to be forever out there?
  - Remember you are having a conversation with another human, but you cannot communicate with body language, tone or inflection.
  - Sarcasm is not always picked up on in an email, be careful to whom you use it.
  - No venting or "flaming" in emails.




**Standard Etiquette**

- **What does "Flaming" mean?**
  - Flaming is a virtual term for venting emotion online or sending inflammatory emails. It is best to avoid flaming because it tends to create more conflict and tension.




**Standard Etiquette**

- **Assume Goodwill:**
  - Assessing the tone of an email is difficult. Don't assume the sender is angry or rude.
  - If you do find a situation is escalating emotionally, reply to them with a phone call.



**Standard Etiquette**

- **Focus the email on what you need:**  
Make sure you lead your email with what you want from the other party.




**Standard Etiquette**

- **Answer swiftly:**  
Customers send an e-mail because they wish to receive a quick response. Therefore, each e-mail should be replied to within at least 24 hours, and preferably within the same working day. If the email is complicated, just send an email back saying that you have received it and that you will get back to them.




**Standard Etiquette**

- **Protect people's privacy:**  
If you have an email to send out and need to copy it to several people, put their addresses in the 'bcc': section and your email in the 'to:'.  
  
*Exception-* emails where where everyone needs to know who is involved.




**Standard Etiquette**

- **Respect other peoples time and bandwidth:**
  - Do not send emails including large attachments without permission.
  - Know who needs to receive this information, and do not copy people who do not need this information. Only use "reply all:" if everyone copied on the email needs that information.



**Standard Etiquette**

- **Answer all questions, and pre-empt further questions:**
  - If you do not answer all the questions in the original email, you will receive further e-mails regarding the unanswered questions, which will not only waste your time and your customer's time but also cause considerable frustration.
  - if you are able to pre-empt relevant questions, your customer will be grateful and impressed with your efficient and thoughtful customer service.



**Standard Etiquette**

- **Do not forward chain letters or spam:**
  - Do not forward chain letters. We can safely say that all of them are hoaxes. Just delete the letters as soon as you receive them.
  - Spam is unsolicited advertisement. You do not want to forward this on to customers or co-workers.



**Standard Etiquette**

- **Forgive other people's mistakes:**  
If you do point out another's mistakes, please do so politely.




**CORPORATE COMMUNICATION**



**Corporate Email Communication**

- **Company Ownership:**
  - Assume the company owns all emails being sent from their computers.
  - While you should check company policy, most likely your boss has the right at any time to go read your email. There have been many people fired for sending an inappropriate or rude email to a fellow co-worker.




**Corporate Email Communication**

- **Do not write anything in email that you would not want getting out into the company:**  
If you send out an email complaining about the Art Director of the company, it could get forwarded to him. Make sure any communication you send out regarding a person is something you would be willing for them to read.



**Corporate Email Communication**

- **Save emails for backup:**  
Email is a wonderful tool for communicating within large companies. When you are working on various & important projects, it is a good policy to get everything in writing and save these emails for future use. This way you have sufficient backup to understand what happened if there are mistakes.



**Corporate Email Communication**

- **Do not read your colleagues email unless you have been asked to:**
  - You do not want them reading your email, do not read theirs. If you are asked to cover for them during vacation or sick days, check with them or your immediate boss regarding the policy on checking emails



## INTERNATIONAL EMAIL COMMUNICATION



### International Email Etiquette

- Remember the time zone that they reside in:  
Make sure to keep the time reference in your plans of communication. Do not expect immediate responses. i.e. - dealing with an business associate in Asia will most likely take a day extra to receive a responses.




### International Email Etiquette

- Remember date formats measurements and idioms may not travel well:  
As much as possible, try to convey the information in terms that they commonly use. Become aware of simple things like date formatting and the metric system for properly conveying information.




### International Email Etiquette

- Be careful with sarcasm:  
Sarcasm can come across rude when you are speaking to people who understand your language, it can become twice as rude when you are emailing those of a different background than you.



### International Email Etiquette

- Language, culture and humor have different reference points than your own:  
Do not anticipate crystal clear communication. Often you are communicating with someone with whom English is a second language.



### Further Email Etiquette Resources:

- [www.emailreplies.com](http://www.emailreplies.com)
- [www.albion.com/netiquette/](http://www.albion.com/netiquette/)
- [www.owl.english.purdue.edu/handouts/pw/p\\_emaillett.html](http://www.owl.english.purdue.edu/handouts/pw/p_emaillett.html)
- [http://www.emailaddresses.com/guide\\_etiquette.htm](http://www.emailaddresses.com/guide_etiquette.htm)

## E-Mail Etiquette

Please give us your [feedback](#).