Email Etiquette

Charm School

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Why Email Etiquette?

- Email is often the first if not most prominent form of communication in business

- Professionalism: convey a professional image

- Efficiency: emails that are to the point are more effective than wordy emails

Choosing the right email address

- Use your name or some permutation of
- Host it at a reputable server
- Proper length

Inbox organization

- Understand sorting in your inbox
  - Starring
  - Labels and setting up filters
  - Archiving
- Responding to emails in a timely manner
  - Use any method to sort through
- Useful extensions
  - Boomerang
  - Google Tasks

Use proper spelling, grammar, and punctuation

- No abbreviations

- No netspeak

- No slang

- If you have a spell checker, why not use it?

- Wrong punctuation can convey the wrong message
  - You are not there in person to explain otherwise
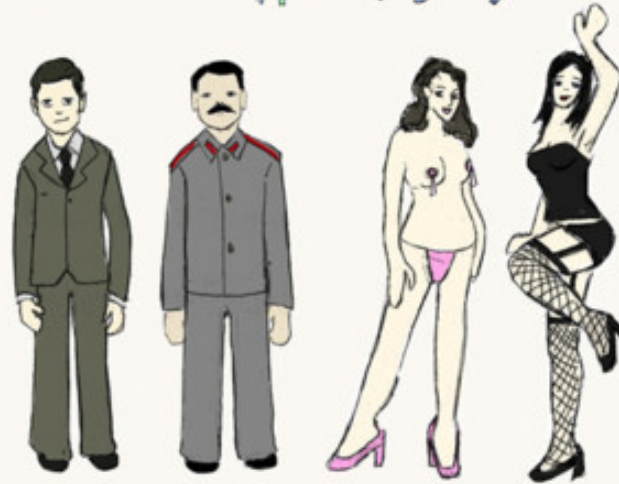
DO NOT WRITE IN CAPITALS

- GOSH, WILL YOU STOP SHOUTING?

- THIS IS ALSO REALLY DIFFICULT TO READ

- I CAN'T TAKE YOU SERIOUSLY

Be concise and clear

- Long emails are difficult to handle
  - Might be tempting to not read
- Use breaks between paragraphs
- Use numbers or bullets for making a list of points
- Use templates for similar requests

Answer quickly

- Do not keep recipient waiting

- Send a "I got your email" email if the response will take a while

- Use Boomerang

Email signatures

- Line 1: Title

- Line 2: Company or School

- Line 3: Contact Info

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cc and bcc

- cc: carbon copy
  - Used for when cc recipient should know about the exchange happening in the email thread, but is not an active participant
  - Used to pass thread on to someone else
  - Used to let close team members know what is happening

cc and bcc

- bcc: blind carbon copy
  - Recipient of bcc can see message and To: and cc: recipients. Not vice versa
  - Used for blind lists
    - e.g. sending out same email to interviewees

Reply and reply all

- Reply only replies to the sender

- Reply all replies to to and cc fields

- Remember the fields are editable

- You can hold a group discussion on reply all
  - Be sure to leave out original recipient

Remember

- Good email habits come with practice
- Critique teammates' emails
- Google has an undo feature for emergencies