



Email Etiquette

Email definition:

- Messages and other data exchanged between individuals using computers in a network.

Etiquette definition:

- The rules indicating the proper and polite way to behave
- Etiquette is made from set of rules and guidelines that dictate how individual should behave in certain groups.

Why Email is Popular?

- It is written; email can be kept as a record of what's been communicated, it can be archived and accessed at a later date.
- It can hold attachment; it can be used to convey sounds, videos and images.
- It is fast; email is one of the fastest communication channels.
- It is cheap.
- It is flexible

Why is email etiquette important?

- We all interact with the printed word as though it has a personality and that personality makes positive and negative impressions upon us.
- Without immediate feedback your document can easily be misinterpreted by your reader, so it is crucial that you follow the basic rules of etiquette to construct an appropriate tone.

Email Categories:

- Email is split into TWO categories:
 - Local email:

The term local email is used to describe email servers that hosted internally by organization and is the standard in the business environment.

- Webmail:

Webmail refers to email services that can be accessed directly over the internet, such as YAHOO, GMAIL. and is commonly used for personal accounts.

Email writing steps

- Prepare your message.
- Who you wish to send it.
- What is the main idea.
- What do you want to start with and how you will order the ideas inside the message.
- Make sure the ideas are intelligible and the text is written correctly.
- Short long sentences and avoid misunderstanding.
- Read the message at least one time before sending.

Email Format

- Addresses
- Subject
- Salutations and closing
- Font
- Paragraph spacing
- Signature

Addresses

- It is very important to carefully focus when adding the fields To, Cc and Bcc with the concerned personal as follows:
 - To : this field shall be filled with only one or two persons maximum.
 - Cc: this field shall be added with personal for information only and not for action.
 - Bcc: Bcc is an abbreviation for blind carbon copy. If you add a recipient's name to this box in a message, a copy of the message is sent to that recipient, and the recipient's name is not visible to other recipients of the message.

Subject

- Always put something in the Subject box.
- Messages that arrive with no indication of source and no Subject are very likely to be treated as “junk mail.”
- Use a meaningful subject related to email content.
- Use the subject field to indicate content and purpose.
Don't just say, HI
- Avoid using URGENT and IMPORTANT, as this is provocative for the recipients;

Salutations and closing

- Write a salutation and closing for the following THREE email categories
- Formal email:
 - Salutation: Dear Mr. / Dear all
 - Closing: Best Regards.
- Semi formal (formal style is not necessary and informal not appreciated)
 - Salutation: *Hello/ Hi*
 - Closing: *Thank you.*
- Informal email
 - Informal emails between friends or close colleagues , So salutations or closing are omitted . If they exist, there are no rules.

Font

- Use lower case and capitalize only at the beginning of a sentence IF YOU WRITE IN CAPITALS IT SEEMS AS IF YOU ARE SHOUTING.
- Be careful with formatting, especially special colors and Bold, recipient user may have different word setting which may lead to miss-understand you, for highlighting you may underline what you are worry about.

Paragraph spacing

- Use Blank lines between each paragraph, for having much clear e-mail.
- It is recommended to keep the text short enough so recipient can see all of it without scrolling.

Signature

- Signature is usually six line long contain the following information (instead of business card).
 - First and last name
 - Position in company
 - Phone number
 - Email address
 - Company address
 - Company website

Replying to emails

- Reply, Reply all and forward
- Response time
- Auto replies
- Sent from mobile

Reply, Reply all and forward

- When you reply to an email, you must include the original mail in your reply, in other words click 'Reply', instead of 'New Mail'.
- Don't reply to e-mails with one-word answers or questions like "What?", why? Noted...etc.
- Remember that whatever you write in e-mail may be used against you some day so think about how it would be viewed by someone who doesn't know you.
- An email reply must answer all questions in the original e-mail.

Response time

- E-mail usually is used because the sender wish to receive a quick response; Therefore, each e-mail should be replied as sooner as possible, if it will take you time to reply, you can send a reply note that you will reply later with due date.

Auto replies

- There are Three elements should be considered when writing out of office reply:
 - 1- Specify Interval of absence, with a specified date of return.
 - 2- Specify your availability during the period of absence.
(No access or Limited Access)
 - 3- Offer different alternative for contact during the period of absence.

Sent from mobile

- Turn off auto correct feature in mobile when sending message to avoid unfortunate content errors.
- You might use text abbreviations in emails.
- Make sure that “Sent from mobile” in the end of message to accept spelling errors

Email content guidelines

- Do not make an e-mail longer than it needs to be. Remember that reading an e-mail is harder than reading printed letter and a long e-mail can be very discouraging to read.
- Use proper spelling, grammar & punctuation.
- When you're upset with someone, the last thing you should do is write him an e-mail message.

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- In business emails, try not to use abbreviations such as BTW (by the way). The recipient might not be aware of the meanings of the abbreviations.
 - Avoid long sentence
 - Do not use email to discuss confidential information.
 - Try to use the active voice of a verb wherever possible. For instance, 'We will process your requirement by today sounds better than replying with just the word "Noted".
 - Remove unnecessary history or attachments

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- Avoid Emotional emails so as not to give rise for unnecessary conflict.
 - E-mail is not a secure communication channel. No Personal data to be sent such as bank account or credit card number or Password.

Attachment

- Is the attachment relevant to the content?
- Can the recipient open it?
- Attachment Size.



Thank You