



E-Mail Etiquette

- Keep your fonts classic: Generally it's best to use 10 or 12 point type and an easy to read font such as Arial, Calibri, Georgia or Verdana.
- The Subject field should be clear and direct. It is the window into your email and can determine whether your email will even be opened. Typos, ALL CAPS or all small case can indicate an unprofessional impression.
- Use professional salutation, such as "Hi" or "Hello."
- Communicate at all times as if your email was on letterhead. Use black text and standard fonts. Do not use abbreviations and type full words and sentences. For example, do not use "u," "ur," "plz," but instead "you," "you're," and "please."
- Take the time to use good manners in your email. Avoid using negative words and don't neglect to say "please" and "thank you". Always start the email with a positive sentence, even if you have unfavorable news to share.
- If you are sending an attachment, make mention of it in the email, and remember to attach it.
- Proofread your email before it goes out. Be attentive to correct spelling and proper grammar.
- Be concise and to the point.
- Use exclamation points sparingly. Exclamation points and other indications of excitement such as emoticons, abbreviations like LOL, and all CAPITALS do not translate well in business communications. Leave them off unless you know the recipient extremely well.
- Be cautious with your tone and humor. Remember the reader can't hear tone of voice or see facial expressions.
- Include a signature that includes your full name, email address, a contact phone number, company name, title, etc. Keep it to 5-6 lines. Link it to your website, if possible.
- Double-check that you've selected the correct recipient. Many emails look alike. Also, think twice before hitting Reply All. If it is a company email you may want to respond to the originator of the email rather than everyone.
- Try to respond to business communications as quickly as possible. Even if you do not have an answer at the moment, take a second to write a response letting the sender know you received their email. Inform the sender if their email was sent to the wrong recipient, too.
- Nothing is confidential. A basic guideline for all emails is to assume that others will see what you write. Do not assume you have any privileges when using company resources and equipment. Don't write anything you wouldn't want someone else to read.