



## Why Email Etiquette?

Because email is one of the primary means of communication among professionals today. A bad email can project an image that is not intended. Cazarin Web Group wants to help you to use email as effectively as possible.

## Email Basic Rules

1. Always fill in the subject line  
~ **It is a courtesy for your recipient to know why you are contacting them. Please try to be as descriptive as possible. Busy people usually get over 100 emails a day. By having a good subject you can ensure your email is answered promptly and be found easily.**
2. Make your subject line specific  
~ **The subject line should describe the content of the email in a broad sense.**
3. Get to the point: be concise  
~ **It is more difficult to read electronic communication so the message of a long winded email may easily be lost. A concise message informs the recipient without overwhelming. Try to use bullets and short paragraphs.**
4. Respond quickly  
~ **Emails should be responded to within the same work day; even if it will take time to compile an answer, a response should be sent to the sender to let them know that the message has been received and the answer will be forthcoming.**
5. CAPITALS ARE NOT APPROPRIATE FOR THE EMAIL BODY  
~ **The use of capitals in an email body represents an emotional tone like shouting or screaming. When it is appropriate to emphasize certain words or phrases bolding or underlining is correct.**
6. Do not send until you have spell and grammar checked your message  
~ **Incorrect spelling and grammar can lead to miscommunication in the message, in addition to giving you an unprofessional appearance.**
7. Do not ask the recipient to return an answer to your previous email  
~ **It is more time consuming for the recipient to figure out what you mean; it will be simpler to just ask the question again in the email.**
8. Use gender neutral terms  
~ **It is no longer appropriate to use gender specification in general terms. Utilize terms like "the user"**



9. Delete spam do not respond to it  
~ **responding to spam alerts the sender that your email is live – you will continue to receive more spam. Delete the message and eventually it will stop. Ask the company where you host your website if they have Virus/Spam filter this can help you to reduce spam and eliminate viruses. This service is usually an extra fee.**
  
10. Do not use CC for all messages  
~ **it can be confusing for the recipient if they are added as a CC if they do not know why they are included. Be certain all CC addresses understand why they are getting the message.**

## **Email Structure Rules**

1. Follow proper grammar and usage rules  
~ **Use proper grammar and punctuation ~ Messages that are written without proper grammar and usage convey an unprofessional image. Lack of punctuation makes messages unclear and difficult to read.**
  
2. Attachments should be used appropriately  
**Large attachments can be difficult to receive and can bog down the recipients email system. Choose attachments wisely and compress larger attachments. Don't send emails larger than 1 MB in size. If you need to send files larger than 1MB use an FTP site.**
  
3. There is no need for creativity in structure  
~ **The structure of an email must be easy to follow because reading from a screen is more difficult than reading from paper. An easy to follow structure consists of short sentences with a line space between each paragraph and bullet points for lists and detailed information**
  
4. Keep the message thread  
~ **Always keep the message to which you are replying – maintaining the message history allows for reference at a later time.**
  
5. Format carefully  
~ **Formatting does not always carry over into other email programs either the font will translate into something else or the color may be difficult to read on. Keep your formatting basic to bolding, underlining and bullets.**
  
6. Rich text and HTML are not always readable  
~ **While most people have programs these will work with, not all programs are able to read rich text or html, if the recipient has a program that does not read them the email will come through as a .txt attachment. People can still read it but may have to open it in a different program.**



7. Keep sentences short and easy to follow

~ **Sentences in email should be no more than 15 – 20 words. Email should have an entirely different sentence structure than letters – it is meant to be quick and easily read**

8. Use active verb tense

~ **Passive voice (Your order will be processed today) tends to read as cold and formal, active voice (We will process your order today) is more personal.**

9. Watch out for punctuation don't overuse it

~ **Excessive punctuation (exclamation points) can be used to portray emotion but too often is overused - be sure to use this form of emotion sparingly.**



## Professional Rules

1. A precise message will answer current and future questions  
~ **Unanswered questions result in more questions. In business communication, awareness of client needs is part of customer service. Reading an email message for the unasked questions and then answering those questions before they even occur to your client will result in satisfied clients.**
2. Messages should be personal not canned  
~ **While templates can be effective the over use of auto-replies rarely are. Personally addressed messages show clients that they are important to you.**
3. Utilize templates for frequently needed responses  
~ **Some questions do not need to be answered over and over again (Directions, hours of operation, signatures) keeping these answers in a template that can be pasted into the body of a message will save time.**
4. High priority emails should be used sparingly  
~ **The high priority option should be used very sparingly, overuse will result in actual high priority messages not getting attention because too often the flag was used for messages of lesser importance**
5. Avoid abbreviations and emoticons  
~ **Emoticons and abbreviations are not universal. If you do not know the email recipient well it is best to avoid these as the meaning may be lost.**
6. Never forward chain messages or possible virus hoaxes  
~ **Chain messages are a nuisance and some have been known to contain viruses. It is best to just delete them, never pass them on.**
7. Get permission before copying a received email or attachment  
~ **You risk infringing on copyright laws by re-sending an attachment without first getting permission from the original sender or owner of the information.**
8. Confidential information does not belong in email  
~ **Email is not a secure forum for confidential information please be aware of this.**
9. "Urgent" and "Important" matters should not be sent in email  
~ **While email is a fast form of communication, business matters of high priority should be dealt with over the telephone. There is no way of knowing how quickly or often your recipient checks email.**
10. Never send or forward messages containing libelous, derogatory, obscene, or racist commentary  
~ **This can result in multimillion dollar lawsuits, embarrassment and other negative consequences.**



<b>Email - Smilies</b>	<b>Email Abbreviations</b>
:-) Smiley Face	<b>BCNU</b> ~ Be seeing you
;-) Wink	<b>BTW</b> ~ By the way
:  Indifference	<b>FWIW</b> ~ For what it's worth
:-> Devilish Grin	<b>FYI</b> ~ For your information
:-D Pleasant surprise	<b>OBO</b> ~ Or best offer
:-/ Perplexed	<b>TTFN</b> ~ Ta ta for now
:-( Frown	<b>TTYL</b> ~ Talk to you later