



Email Etiquette

(Netiquette)

What is Netiquette?

- ▶ We expect other drivers to observe the rules of the road.
- ▶ The same is true as we travel through cyberspace.
- ▶ Netiquette – network etiquette or Internet etiquette

Why is Email Etiquette Important?

- ▶ We interact more and more with the written word all the time
 - ▶ Without immediate feedback from the reader, it is easy to be misunderstood
 - ▶ Email is still a formal correspondence
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The Basics

- ▶ Think twice about whether or not the content of your email is appropriate for virtual correspondence – once you hit Send, anyone might be able to read it
- ▶ Respond to emails within the same time span you would a phone call
- ▶ Use a professional font, not decorative
- ▶ Be cautious about sending personal information

Subject

- ▶ Should be meaningful
- ▶ Should give your reader an idea of the content of the email
- ▶ Should be appropriate, because anyone can look at the subject, even if the recipient chooses not to open the message
 - For example: *Confidential: Sale numbers for October*

Tone

- ▶ Write in a positive tone
- ▶ *When I complete the assignment versus If I complete the assignment*
- ▶ Avoid using negative words
 - *Words that begin with “un, non, or ex” or end with “less”*
- ▶ Use **please** and **thank you**

Content

- ▶ Check your grammar and spelling
- ▶ Use proper structure and layout
- ▶ Be efficient
 - Emails that get to the point are much more effective
- ▶ Address all the questions or concerns to avoid delays
- ▶ Read the email before you send it
- ▶ Try to keep the email brief (one screen length)

Attachments

- ▶ When you are sending attachments, include in the email the filename, and what it contains
 - *Attached: "ClassProjectProposal.doc" with my proposal.*
- ▶ Consider sending files in rich text format (rtf) or portable document format (pdf) to ensure compatibility

What's in a Name?

- ▶ What does your email address say about you?
- ▶ It Should be appropriate to the audience.
- ▶ For example: hotgirl14@gmail.com is not appropriate
 - Consider a second address for professional use
- ▶ Consider your first initial and last name
- ▶ Example: jwhite2000@yahoo.com

Do's and Don'ts of Emails:

Do	Don't
Write an appropriate subject line that pertains to the content of the email. This makes it easier to search for the e-mail in the future.	Do not write in all caps or in all lowercase letters.
Begin with the title and full name of the person to whom you are writing (Mr. Smith, Dr. Jones, Prof. James, etc.).	Do not use abbreviations such as OMG and LOL: This is not appropriate for formal communications.
Write your message in a clear and concise manner. Keep your paragraphs short and your statements clear.	Do not use sarcasm and humor. This is an easy way to accidentally insult the reader.

Do's and Don'ts Continued:

Do	Do Not
Always re-read and check for spelling and grammar errors before sending.	Don't rely on spelling & grammar checkers. This is an easy way to avoid embarrassing spelling errors.
	Punctuate accordingly. Close the email with your contact information (you should include the course name and number in academic settings).

Formal Email Greetings:

- ▶ Dear Sir/Madam,
- ▶ Dear Sir or Madam,
- ▶ To whom it may concern:
- ▶ Dear Mr./Ms. Doe,
- ▶ Dear Dr. Smith,

(Note: First names are **not** used. Using Miss or Mrs. to address a woman is not appropriate, as you don't know whether she's married or not)

Informal Greetings:

- ▶ Hi William,
- ▶ Hello Lesa,
- ▶ Dear Tom,

Formal Endings

- ▶ I look forward to hearing from you.
- ▶ I look forward to hearing when you are planning to visit our town.

Informal Endings

- ▶ Hope to hear from you soon.
- ▶ I'm looking forward to seeing you.

Formal Closings

- ▶ Yours faithfully, (when you start with Dear Sir/Madam)
- ▶ Yours sincerely, (when you start with the name e.g. Dear Ms. Collins)
- ▶ Sincerely,
- ▶ Best regards,

Informal Closings

- ▶ Love,
- ▶ Yours,
- ▶ Take care,

Formal Ways to Make a Request/Asking for Information

- ▶ Could you please let me know if you can attend ... / if you are available for a meeting on December 12th?
- ▶ I would appreciate it if you could please send me a brochure/ if you could please reply within two days.
- ▶ Could you possibly arrange a meeting with the Logistics Manager?
- ▶ I would also like to know if there are any swimming pools in your area.
- ▶ Please let me know how much the tickets cost.

Informal Ways

- ▶ I was wondering if you could come and see me sometime next week.
- ▶ Would you mind coming early to help me clear up the place?
- ▶ Do you think you could call Sam for me?
- ▶ Can you call me/ get back to me asap? (as soon as possible)

Exercises

Formal vs. Informal

State whether the sentence would be classified as either formal or informal. If informal, change it to formal.

Example: Hi y'all! informal; To Whom it May Concern:

- ▶ 1.) I am pleased to inform you that you have won our grand prize. _____
- ▶ 2.) I hope all is well with your new career choice.

- ▶ 3.) I shouldn't have gone and messed with it!! _____;
- ▶ 4.) I can't help you with that cuz it's too hard. _____;
- ▶ 5.) Hi, how are you? _____;

Putting It All Together

Find and correct the errors in the following emails:

Hello Professor Smith,

I'm sorry to tell you but im sick and will not be able to come to class. See ya Wednesday.

Jason

Dear Sir/Madam,

I am a graduate from Mississippi State University. I got a degree in business and would now like to use it. Your company looks interesting. Can I come in for an interview? I have alot of experience from my schooling and extra curricula's. I think I can help the company alot. Please respond to my email to let me know.

Thanks,

Max Oates

Putting It All Together (answers may vary)

Dear Professor Smith,

I am sorry to inform you, but I will not be able to attend class today because I am ill. Would it be possible for you to let me know what I have missed?

Thank you for your help and I will see you in class on Wednesday.

Sincerely,

Jason Jones

Dear Hiring Manager,

My name is Max Oates. I recently graduated in May from Mississippi State University with a Bachelor of Science in Business Management and a concentration in Marketing. I was recommended to contact you concerning job opportunities from my advisor Dr. Jane Doe. I believe that I would be an excellent candidate for a job. I have taken many courses to prepare me for a job in marketing. These courses include Principles of Marketing, Marketing Research, Strategic Marketing Management, Consumer Behavior, and Internet Marketing. I have also recently interned at Google as an Internet Marketing Researcher.

Through my many marketing classes and internship, I have learned to be a strong team member that values time management and communication.

I believe that I can be a valued asset to your company. My phone number and alternative email are listed below. I look forward to hearing from you.

Sincerely,

Max Oates

maxoates@gmail.com

555-555-5555

Appreciate

Example 1

Ms. ***

This is ***.

Thanks again for your coming and give us a wonderful lecture. We learned a lot form you!

As students wish, could you shearing us a PDF copy of your presentation. We are really appreciate your good information!

Thank you!

Have a nice day!

Appreciate Example 1 Corrected

Ms. ***,

This is ***. I had the privilege of attending your workshop on how to write a formal email. I wanted to take the time to thank you for coming and giving us helpful information that we can use in the future when writing emails. I really learned a lot from your presentation.

Would you mind sharing a copy of your presentation? I know this information will help me and I would be very grateful if you would share it with me and other students.

Thank you again for your time.

Sincerely,

Appointment

Example 1

Good Morning, Dr. ***

The attached document is my qualify test proposal. Please read it and appreciate for your suggestions.

Additionally, could you please schedule a time for my defense between March 7 and Mach 11? Below is the doodle link, please sign it.

If you are not available during that time, I can schedule another one. Look forward to your reply.

Thank you for your time very much!

Appointment Example 1 *Corrected*

Dr. ***,

Good morning!

The attached document is my qualified test proposal. If you could please read it and make any suggestions I would greatly appreciate it.

Additionally, could you please schedule a time for my defense between March 7 and March 11? Below is the doodle link, please sign it at your earliest convenience.

If you are not available during that time, I can schedule another date. I look forward to your reply.

Thank you for your time.

Best regards,

References

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