

Email Etiquette

Participant Guide

“No, ***you shouldn't (email everyone back)***. But many people do, because there doesn't seem to be a great alternative. It's asymmetrical, and productivity loses to politeness.”

-Anonymous



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HOW TO USE THE PARTICIPANT GUIDE

The participant Guide is designed to guide you through this training and serve as a future point of reference.

Icons

Throughout this Guide, you will find icons that help to identify various types of information.



The **Pad and Pencil** icon indicates an area for note taking.



The **Exclamation** icon indicates an important callout.



The **light bulb** icon indicates information to remember.



The **Note** icon indicates a point of reference



The **Activity** icon indicates a group activity.

About This Course

This email etiquette training teaches participants to write clear, professional, effective email messages. Participants learn to write concise, descriptive subject lines and to state their purpose clearly at the beginning of each message.

The smallest details do much to convey tone and courtesy, so other topics include salutations, closings, signature files, word choice, and the importance of adhering to traditional rules of grammar.

Objectives

At the end of this course, you should be able to:

- Create an email subject line that accurately describes the content of the message
- State and avoid some common mistakes people make in business writing
- Determine who should and should not receive copies of email
- Identify items you should never send electronically from your workplace

Question and Answer Discussion



Instructions: Please take a few minutes to answer the following questions.



1. Approximately **how many** emails do you send a day? Receive each day?

2. What are some of the **risks** of communicating via email or what do we need to be careful about when we email?

3. Do you think we could **improve** how we use email? Why?

What is Email Etiquette?

Email etiquette refers to the principles of behavior that one should use when writing or answering **email** messages. It is also known as the code of conduct for **email** communication. **Email etiquette** depends upon to whom we are writing- Friends & Relatives, Partners, Customers, Superior or Subordinates.



Email etiquette is about respect. The same respect and professionalism you expect others to show to you is also crucial when writing your own communications. Email is a form of communication. Like written letters, telephone conversations, and face-to-face speech, email is guided by etiquette. We use mutual respect and common sense to guide us in all forms of communication.

Notes



EMAIL ETIQUETTE

INTRODUCTIONS

Notes



Email Writing Guidelines

Module 1

Module 1: Email Writing Guidelines

Regardless of how you communicate, well-written emails include several sections, what you include in each section and how the document is formatted will depend on whether you are sending a typed letter or an email message.

Here are guidelines for writing email messages, including how to write, format, and proofread your emails.

What to Include in an Email

Your email should include the following:

- Salutation (Greeting)
- Body of email
- Closing
- Contact Information
- Signature



Salutation

The salutation is the greeting section of your email. Figuring out how to start an email — especially when you're writing to someone you don't know very well — can be a real challenge.

Is "Hey" too casual? Is "Dear" overly formal? Is "Morning!" too cheery?

If you're thinking the email greeting isn't all that important and that it's silly to overthink it, you're wrong. How you begin an email sets the tone and may shape the recipient's perception of you. It may also determine whether they keep reading. So, yes, it's *very* important.

Many people have strong feelings about what you do to their names and how you address them. If you offend someone in the salutation, that person may not read any further. It may also affect that person's opinion of you.

Of course, the perfect way to start an email will depend on who you're writing to, but in general, when you're writing a business email to someone you don't know well or at all, they say there's one safe choice — and a bunch you should usually avoid:

Email Writing Guidelines - Salutation

Salutation Examples

Here's a list of email salutation examples:

WINNER: 'Hi [name]'

If you want to make it a little more formal, you can always use the person's last name: "Hi Mrs. Smith..."

It's a safe and familiar way to address someone, whether you know them or not. So when in doubt, go with "Hi."



"Greetings"

This is a good backup to "Hi, [name] ..." if you don't know the recipient's name. But you should always do whatever you can to find out that information.

'Hey!'

This is fine to use with your friends, but the very informal salutation should stay out of the workplace. It's not professional — especially if you're writing to someone you've never met.

Also avoid "Hey there." It tells the person, "I don't know your name, but if I try to sound cool and casual, maybe you won't notice."

'Good morning/afternoon/evening,'

It may not be morning, afternoon, or evening anymore by the time your email reaches the person — or if they're in a different time zone — so it's best just to skip these.

Email Writing Guidelines (cont.)

Contact Information

When you send an email message, your contact information will be at the end of the message. You can include your full contact information, such as business address, or just your name, email address, and phone number.

Body of email

The body of your email will include several paragraphs.

- The first paragraph should include an introduction and a brief explanation of your reason for writing.
- The second paragraph (and any following paragraphs) should explain further your reasons for writing.
- The last paragraph should either request action from the reader, if you are requesting something, or state how you will follow-up.

Be sure that the purpose of your email is clear. The reader will need to know what you are asking for and how they can help you. Or, if you are offering services or assistance what you can provide to the reader.

Closing

An email is closed with a term like "Best regards" or "Sincerely" which is followed by a comma, then your signature. If you're sending an email message, simply type your name after the closing.

Signature

The finishing touch to your email is your signature, which, in an email message, will include your contact information.

EMAIL ETIQUETTE
MODULE 1: EMAIL WRITING GUIDELINES

Creating an Accurate Subject Line

Module 2

EMAIL ETIQUETTE

MODULE 2: CREATING AN ACCURATE SUBJECT LINE

What I'm Trying to Say: Creating an Accurate Subject Line

Always write a subject line

Not including a subject line is one of the biggest mistakes you can make. The subject line often determines whether an email is opened and how the recipient responds. An email with a blank subject line will likely get deleted, lost, or immediately irritate the recipient, who is forced to open the email to figure out what it's about.

Write the subject line first

For many professionals, the subject line is an afterthought that you add just before you click send. It can be the most important part of the email. Write the subject line first, so that it sets the tone and you don't forget.



Keep it short

A typical inbox reveals about 60 characters of an email's subject line, while a mobile phone shows just 25 to 30 characters. Get right to the point in about six to eight words.

Place the most important words at the beginning

Around 50% of emails are read on mobile phones, since you don't know how much of the subject line will be viewable from a smartphone, it's important to put the most important information at the beginning. Otherwise, compelling details could get cut off.

EMAIL ETIQUETTE

MODULE 2: CREATING AN ACCURATE SUBJECT LINE

What I'm Trying to Say: Creating an Accurate Subject Line (cont.)

Eliminate filler words.

With such precious space, don't waste it with unnecessary words like "hello," "nice to meet you," and "thanks," which can easily be included in the email's body.

Be clear and specific about the topic of the email

The subject line should communicate exactly what the email is about so that the recipient can prioritize the email's importance without having to open it. For example, writing "Do you have a sec?" is vague, since the reader will have to open the email or reply to figure out what you want. If it's to another coworker, you should identify the project that the email refers to.

Use logical keywords for search and filtering

Most professionals have filters and folders set up to manage their email and probably won't focus on your message when they first see it. That's why it's important to include keywords related to the topic of the email that will make it searchable later.

Indicate if you need a response

"People want to know whether they really need to read this now and if they have to respond." If you need a response, make it clear in the subject line by saying "please reply" or "thoughts needed on X topic." If not, simply start the line with "Please read," or add on "no response needed" or "FYI" to the end.

Set a deadline in the subject line

Especially if you have a lot of information to convey in the email itself, including a deadline right in the subject line exponentially increases the odds that readers will respond. For example, after the email's topic, you could say: "Please reply by EOD Friday."

Make sure you reread the subject line

Sometimes when people are sending a similar email to multiple people, they forget to tailor it to each reader and end up with the wrong name or title in the subject line. The easiest way to avoid this is to reread the subject line before you click send.

Don't put words in ALL CAPS

Using all caps may get someone's attention, but in the wrong way. It's the digital equivalent of yelling, and your job is to make the email as easy as possible for the recipient to read rather than giving them anxiety. Instead, use dashes or colons to separate thoughts, and avoid special characters like exclamation points.

EMAIL ETIQUETTE

MODULE 2: CREATING AN ACCURATE SUBJECT LINE

What I'm Trying to Say: Creating an Accurate Subject Line (cont.)

Examples of excellent email subject lines

For a work request:

Requesting Project X idea submissions — Due Jan 15

Employee Survey: Please take by EOD Friday

For a meeting invitation:

Meet about social media strategy Tuesday?

Free to catch up over coffee next week?



Notes



EMAIL ETIQUETTE

MODULE 2: CREATING AN ACCURATE SUBJECT LINE

Module 1-2 Review



Indicate whether each of the following statements is True or False

1. ____ When you send an email message, your contact information will be at the end of the message.
2. ____ The second paragraph of your email should explain your reasons for writing.
3. ____ The salutation is the greeting section of your email.

Fill in the blanks for each of the following statement

4. Your subject line should consist of at least _____.words
5. The subject line should communicate exactly what the email is about so that the recipient can _____ the email's importance without having to open it.
6. Using all caps may get someone's attention, but in the wrong way. It's the digital equivalent of _____, and your job is to make the email as easy as possible for the recipient to read rather than giving them anxiety. Instead, use _____ or _____ to separate thoughts, and avoid special characters like exclamation points.

EMAIL ETIQUETTE

MODULE 2: CREATING AN ACCURATE SUBJECT LINE

Notes



Constructing the Body of your Email

Module 3

EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

Constructing the Body of your Email

Know Your Purpose

Clear emails always have a clear purpose. Whenever you sit down to write an email, take a few seconds to ask yourself: "Why am I sending this? What do I need from the recipient?"

If you can't answer these questions, then you shouldn't be sending an email. Writing emails without knowing what you need wastes your time and the recipient's time and means you'll struggle to express yourself clearly and concisely.

This is also a good time to ask yourself: "Is this email really necessary?" Again, only sending emails that are absolutely necessary shows respect for the person you're emailing.

Use the "One Thing" Rule

Emails are not the same as business meetings. With business meetings, the more agenda items you work through, the more productive the meeting.

With emails, the opposite is true. The *less* you include in your emails, the better.

That's why it's a good idea to practice the "one thing" rule. Make each email you send about one thing only. If you need to communicate about another project, write another email.

Practice Empathy

Empathy is the ability to see the world through the eyes of other people. When you do this, you understand their thoughts and feelings.

When you write emails, think about your words from the reader's point of view. With everything you write, ask yourself:

- How would I interpret this sentence, as someone reading it?
- How would this make me feel if I received it?

This is a simple tweak to the way you write. Yet thinking of other people will transform the way they respond to you.



EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

Constructing the Body of your Email (cont.)

Keep Introductions Brief

When you're emailing someone for the first time, you need to let the recipient know who you are. You can usually do this in one sentence. For example: "It was great to meet you at [X event]."

One way of keeping introductions brief is to write them like you're meeting face-to-face. You wouldn't go off into a five-minute monologue when meeting someone in person. So don't do it in email.

Not sure whether an introduction is needed? Maybe you've contacted the recipient before, but you're not sure if she'll remember you. You can leave your credentials in your email signature. This is ideal because:

- It keeps the main email body as short as possible.
- It avoids misunderstandings. Re-introducing yourself to someone who already knows you comes across as rude. If he/she is not sure whether he/she knows you, then you can just let him/her check out your signature.



Limit Yourself to Five Sentences

In every email you write, you should use enough sentences to say what you need and no more. A helpful practice here is limiting yourself to five sentences. Entrepreneur Guy Kawasaki explains:

Less than five sentences is often abrupt and rude, more than five sentences wastes time.

There will be times when it's impossible to keep an email to five sentences. But in most cases, five sentences are sufficient. Embrace the five sentences discipline, and you'll find yourself writing emails more quickly. You'll also get more replies.

Constructing the Body of your Email (cont.)

Use the Active Voice

Never use the passive where you can use the active. In writing, there are two kinds of voices, active and passive.

Here's a sentence in the active voice:

I throw the ball.

And here's the same sentence in the passive voice:

The ball is thrown [by me].

The active voice is easier to read. It also encourages *action* and *responsibility*. That's because in the active voice, sentences focus on the person taking action. In the passive voice, sentences focus on the object that's being acted upon. In the passive voice, it can appear that things happen by themselves. In the active voice, things only happen when people take action.



EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

Ways to Avoid Negative Tone in Email Conversations

We are all working in an environment where we spend a lot of time in reading and replying to emails and it's safe to say that if we can be effective in our email conversations, we can end up saving a good amount of time.

We may have to convey a negative news through an email - for example, tell a client about a potential delay or missed deadline or inform your team about changes that may result in major rework etc. - and we often find ourselves fumbling for the right words.

Following are simple tips to keep in mind to avoid negative tone in email conversations.

Avoid negative words in a subject line

We do not want to send out an email with a subject line that recipient(s) feel like avoiding. Think about your own reaction on emails with negative subject lines; do you even feel like opening them?

Example, instead of a subject line that says '**Delay in ABC project schedule,**' the subject line can be '**Changes in ABC project schedule.**'



Follow reader-centric attitude

Be personable, but always think about the recipient(s) of your email while writing your subject line, greeting and content. If you are writing something of key importance, always try to anticipate the response from recipient(s) and the expected/targeted response.

Example: If you are telling a client about a delay schedule and if the client is a business owner with little tolerance towards technology, make sure that while you provide the reasons for the delay, your explanation can be understood by the client. Imagine being that person where you are reported with a project delay and you cannot even understand the reasons behind it; it would leave you exasperated. Keep it simple.

Avoid extreme adjectives

Avoid using extreme adjectives in business emails; there is no need to give away emotions or feelings. You want to sound composed. The key here is to *be personable but professional*.

Avoid phrases like: It is really unfortunate/I deeply regret to break this news/there is a huge effort involved/it is too late/it is extremely urgent...

EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

Ways to Avoid Negative Tone in Email Conversations (cont.)

Avoid negative words

As much as possible, avoid using negative words in your emails. They can scare off the audience or create unnecessary tension on the business relationships. Be aware of perceptions. Following are a few words you should try to avoid:

Never, unavoidable, uncertain, fear, mistakes, problems, irresponsible, unfortunate, bad, faults, delay, limited, failure, neglect, difficult/difficulties, hesitate, trouble, unclear.

Use positive phrasing to convey negative news

Consider how receptive you are to the negative news. You definitely do not want it in you inbox and these emails do not give you any good feeling, so turn negative tone into a positive tone.

The following table gives examples of how can we achieve it:

Negative	Positive
The <i>problem</i> we have at hand is...	The <i>situation</i> we have at hand is...
We <i>must implement</i> the first solution.	We <i>should prefer</i> to implement the first solution.
I am unable to provide the report before Wednesday afternoon.	I would provide the report at the earliest by Wednesday afternoon.

Don't break the negative news right at the start or right at the end

You *do not* want to break negative news in your first sentence or the last. Provide a context to the news, give reasons and then give the bad news. Consider placing the negative news in the middle of the email. We do not want to throw the news or hide it; we want to give the news with sufficient ground. After breaking the bad news, always talk about the alternatives and the good will. By offering alternatives and solutions, you are being pro-active and helpful. The key to keep in mind while offering alternatives is: do not over promise and be realistic with your solutions.

EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

Ways to Avoid Negative Tone in Email Conversations (cont.)

Describe what *can* be done instead of what *cannot* be done

Nothing can be gained by telling people what they cannot do or what cannot be done. Instead, be constructive and focus on what *can* be done. Instead of talking about the *limitations* or *constraints*, talk about *possibilities* and *opportunities*. Instead of talking about *faults*, talk about *differences*.

No blame game

You do not want to be the person in an email thread pointing fingers. You can actually make use of passive voice while referring to an unhappy incident or a mistake, as it conveys the meaning with subtlety.

Negative	Positive
<i>You</i> did not submit the report this week.	The report was not submitted this week/I did not receive the report this week.
<i>They</i> failed to meet the deadline for submitting quotes.	The deadline for submitting quotes has been missed.

EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

Proofread Your Emails

Some days are so busy that we don't stop to look at what we are sending by email but there are many reasons why we should be. Our emails say a lot about us and sometimes they say a lot to the right people. Now, the question is, what are our emails saying about us?

Here are some reasons why you should proofread your emails:



- **Professionalism:** If you want to look professional you should proofread for grammar, spelling, and tone at the very least. If you have spelling mistakes and are using improper grammar it looks as if you do not take your job seriously.
- **Tone:** When you communicate with writing it is easy to be misunderstood because your tone is not the way you have intended it. Read through your email as if someone else wrote it and ask yourself if it could be understood in any way other than what you intended. If it is a very important email, have someone else read it over before you send it.
- **Attachments:** Make sure that if you mention attachments that you have actually attached them. Attaching documents before you write your message will ensure that they get attached.
- **Clarity:** Read through your email to see if the wording you have chosen is clear. If you are refusing a request is that clear? Do your words imply things that are not accurate?
- **Accurateness:** If there are facts in your email make sure that they are accurate; double check your sources if you need to.

When you write emails people cannot see the expressions on your face or hear the tone of your voice. You need to be extra careful about the words that you choose and the way you communicate your message. Delete any unnecessary words, sentences, and paragraphs as you proofread.

Sometimes emails get forwarded to others in the company so make sure that nothing you have said can be considered offensive. Make sure that you are not giving out confidential information.

EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

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EMAIL ETIQUETTE

MODULE 3: CONSTRUCTING THE BODY OF YOUR EMAIL

When to use Reply, Reply All, CC, and BCC

Module 4

EMAIL ETIQUETTE

MODULE 4: WHEN TO USE REPLY, REPLY ALL, CC, AND BCC

When to use Reply, Reply All, CC, and BCC

When to use Reply vs. Reply All

A **Reply** is when your email goes to a single person -- either the person who sent the original email or the person who sent the last message in the thread you're responding to.

Reply All is when you respond to everyone on the thread. Other recipients will see a message you Reply All to, whether they're in the "To" or "CC" fields.

When deciding between Reply and Reply All, ask yourself a series of questions:



Reply vs. Reply All

1. Is the email addressed to me?
2. Does more than one person need to know the email was responded to?
3. Will the other recipients be confused if they don't see me responded?
4. Does the email impact 70% of people on the chain?
5. Do the others need to remain on the chain?

EMAIL ETIQUETTE

MODULE 4: WHEN TO USE REPLY, REPLY ALL, CC, AND BCC

When to use Reply, Reply All, CC, and BCC (cont.)

Example 1: If an email is addressed to you but only one person needs to know you responded, or if you know no one else will be confused if they don't see your response, go ahead and **reply to one** person.

If your response will impact at least 70% of the people on the chain, if others will be confused by not seeing your response, or if others on the chain need to remain looped in, **Reply All**.

Example 2: If a coworker gets promoted and her boss sends a department-wide email with the news, **reply directly** to your colleague with congratulations.

Example 3: Similarly, if your CEO sends an email announcing the company crushed quarterly goals, there's no need to Reply All with a "*Hooray!*" or "*Way to go, team!*" If you have a question or comment for your CEO, reply directly to him or follow up on a separate chain.

Reply All is helpful when you're on an email chain full of people working together on a project. Everyone has access to the same information, and you can see comments and updates in real time.

Example 4: If you're on an email chain where others might have a similar question or your manager solicits feedback from everyone in the group, you might have identified a scenario where **Reply All** would be appropriate.

But please, spare your coworkers by resisting the urge to Reply All to your boss's "*I'm heading out early for a doctor's appointment*" email with, "*That reminds me, anyone out there have a Dentist they love?*" That's what Google is for.

Do not Reply All when:

- Only the original sender needs to know your reply.
- Your comments will be crucial to know for the original sender and a few other recipients.
 - Do a normal reply in this case, and then add the select other recipients manually. You can copy their addresses from the original email if that helps.
- Your message is simple like "Thanks!" or "Me too:"
 - Thank you notices might be just fine to send, but don't send them to every other recipient. Only the sender really needs to be aware of how you feel about the message, not every other person in the group.

EMAIL ETIQUETTE

MODULE 4: WHEN TO USE REPLY, REPLY ALL, CC, AND BCC

When to use Reply, Reply All - Activity

Instructions: Read the following emails and answer if you should **Reply** or **Reply All**.

1. **Scenario:** A colleague got a new job and sends a farewell email to the entire office. Do you reply all?

Yes: ____ No: ____

2. **Scenario:** Your friend invites you and five friends to dinner on Friday. Do you reply all?

Yes: ____ No: ____

3. **Scenario:** Your friend invites you to his huge 30th birthday party. Do you reply all?

Yes: ____ No: ____

4. **Scenario:** A colleague sends out an email for you to enjoy cookies in the break room. Do you reply all?

Yes: ____ No: ____

Notes



EMAIL ETIQUETTE

MODULE 4: WHEN TO USE REPLY, REPLY ALL, CC, AND BCC

When to use CC vs. BCC



What Does CC Mean in Email?

CC stands for Carbon Copy. When you CC a person on an email, the CC list can be seen by other recipients on the chain.

Reply All ensures the CC'd person receives future emails that are part of this thread.

If your response will influence other people's decision making or current thread recipients should know others are looped in, go with CC or Reply All.

Think of it as "for information only" but only when the information is not critical. Consider whether the information is genuinely of interest to the receiver or just a "nice to know".

The CC field is often used inappropriately. Many users will CC a recipient's manager as a form of informal escalation. There is no such thing as informal escalation. A formal escalation requires that a message be sent directly to the appropriate person. Copying in an employee's line manager in CC can be construed as bullying.

One way to manage your inbox is to have all messages automatically filed according to whether they were sent to you as a full addressee (To) or a carbon copy (CC). The former should indicate immediate priority and should be worked through first if you are short of time. However, this falls down when users fail to use the To and CC fields in the right way.

EMAIL ETIQUETTE

MODULE 4: WHEN TO USE REPLY, REPLY ALL, CC, AND BCC

What Does BCC Mean in Email?



What Does BCC Mean in Email?

BCC, or Blind Carbon Copy, is when the recipient is sent an exact copy of the message but their email is hidden from others. This prevents them from receiving future emails on the thread.

If a colleague introduces you to another salesperson over email, you wouldn't Reply All because that will include your colleague on all future correspondence between you and the person they simply wanted to connect you with.

As a rule of thumb, never use BCC. Most email clients hide it by default, you should too. If you BCC your boss or the recipient's boss in an email, the recipient *will* eventually find out you did it and the consequences for you are grave indeed.

BCC does however have one purpose, for group mailings. If you have a mailing list or need to send to a small group privately where the TO and CC lists may get big, load them all into BCC instead and send the message to yourself.

This field may also be used in sensitive situations where you do not want the recipient to know you have added others to the email. For example, adding your boss to BCC when dealing with a complaint. This allows them to see what action has been taken without the customer being aware.

EMAIL ETIQUETTE

MODULE 4: WHEN TO USE REPLY, REPLY ALL, CC, AND BCC



Email Activity

Instructions: Prepare two emails with a similar purpose (e.g., an invitation to a party): one formal and one informal. Both emails should include: potential audience, email structure, language, and tone.

Email 1

Email 2

EMAIL ETIQUETTE

MODULE 4: WHEN TO USE REPLY, REPLY ALL, CC, AND BCC

Notes



Email Etiquette – Activities

Module 5

EMAIL ETIQUETTE

MODULE 5: EMAIL ETIQUETTE ACTIVITY

Objectives: Use the information you have given throughout this training to restructure the following five emails. Use the objectives below as a guide.

Objectives

- Demonstrate effective communication and email etiquette in the workplace by using professional oral, written, and digital communication skills to create, express, and interpret information and ideas
- Produce written communications that utilize proper tone, grammar, and bias-free language for the workplace
- Use technology to enhance the effectiveness of communication in a business environment

*****Send the emails below from your email address to: trainer_chl@mailinator.com*****

Directions:

Access Mailinator.com and create an account. Use this account to send the following emails to your trainer at the email address above. Use a tasteful username. If the username you create is not available, then add a number or two behind it.

EMAIL ETIQUETTE

MODULE 5: EMAIL ETIQUETTE ACTIVITY

Email Etiquette Activity #1



Instructions: This email is to the Registrar's office at the University of Georgia. This email is from John Student, a student at the University of Georgia.

Email 1

I'm not really sure who I'm writing this to, but hey I need to prove that I am a student enrolled at the university of Georgia to be eligible for my parent's health insurance plan. From reading your website, I understand that I can get a Letter of Enrollment at your office. Please let me know how I can request such letter. Thanks for your time. Peace.

DRAFT

EMAIL ETIQUETTE

MODULE 5: EMAIL ETIQUETTE ACTIVITY

Email Etiquette Activity #2



Instructions: This email is to Nancy Manager, General Manager of ABC Camera. The email is from Susan Customer, who is hoping to get an interview to work at ABC Camera.

Email 2

Miss nancy c,
Plz let me know when I can come in 4 an interview w / u I really really wanna get a job at ABC camera. I think it would be lots of fun. Lol
I attached my resume thingy to this email. Let me know if u get it.
Well I guess that is about it. so I hope 2 c u soon for tha interview. ☺ Later!
Suzie*<3*B

DRAFT

EMAIL ETIQUETTE

MODULE 5: EMAIL ETIQUETTE ACTIVITY

Email Etiquette Activity #3



Instructions: This email is to Mary Wilson. The email is from Tricia Murphy, Home Owner's Association Manager.

Email 3

I CAN'T BELIEVE YOU HAVE LET YOUR YARD GET SO MESSY. YOU REALY NEED TO CUT YOUR GRASS AND TRIM YOUR HEDGES AS SOON AS POSSIBLE. IF YOU LOOK AT THE ATTACHMENT I INCLUDED, YOU WILL CLEARLY SEE IN ARTICLE IV OF THE HOME OWNER'S ASSOCIATION COVENANTS, THAT IT IS A MAJOR RESPONSIBILITY TO KEEP YOUR YARD LOOKING NICELY. IF YOU DON'T GET ON THE BALL WITH THIS MATTER, YOU WILL BE FINED \$100 FOR YOUR TERRIBLE LOOKING YARD. THANK YOU FOR YOUR TIME,



Email Etiquette Activity #4

Email 4

1. You are the manager for a Marketing Firm. Recently, there has been an ongoing issue with employees not clocking out for their breaks; therefore, they are getting paid to take breaks. You will need to tell all employees in your section to make sure that they are clocking out when they take a break and clock back in when they return from their break. Create an email message to your employees that is 3-7 sentences long that will get your point across!
Remember that this is their first warning and you should not threaten the employees or be rude, but be firm and say what you mean.
2. At the end of your email, type your contact information
3. Be sure to create an appropriate and effective subject line that will catch your employees' attention based on what you will be discussing in your email.

Email Etiquette Activity #5



Instructions: Think of a product or service you like or had a problem with. (You will write either a letter of compliment or letter of complaint. Use the correct business email format to express your satisfaction or dissatisfaction with the product or service.

Email 5

It is important that you use these steps in the body of the email

- a) Begin with something positive about the product
- b) State very specifically what the problem is. (Do not say “The jeans I bought are a piece of junk.” But rather say “The inside seam of the jeans frayed out, and now they have a three inch hole. “Tell them exactly what you expect
- c) Tell them exactly what you expect them to do about the problem. Be realistic - do not ask for a new product. Asking them to replace only the damaged part would be reasonable
- d) Attach any receipts, proof of purchase, or any other identifying documents.
- e) Close by stating you are confidence in their company’s desire to “make it right”

DRAFT

Email Etiquette - Course Review

Please select the correct answer.



1. When writing an email message, paragraphs should be:
 - a) Long
 - b) Short
 - c) Indented
 - d) Invisible

2. The best way to make several points in an email is?
 - a) Include all the points in one paragraph.
 - b) Include all the points in the last paragraph.
 - c) Use lists with bullets or numbers.
 - d) Hire an airplane pulling a banner with the information to fly over the office.

3. If you know the recipient is often in a hurry, the best way to send a supporting document is:
 - a) Put it directly in the body of the message.
 - b) Attach it as a separate document.
 - c) Type slowly.
 - d) Have it delivered by carrier pigeon.

4. When sending a message, you should copy ("cc"):
 - a) Everyone in the department.
 - b) Your boss and your boss' boss – so they know you're working hard.
 - c) Only those people who absolutely MUST know.
 - d) The whole world. Why not? Everyone else does.

Course Review (cont.)

5. When writing a Subject Line:
 - a) Use something general, such as “Greetings” or “Hello.”
 - b) Be specific, but brief.
 - c) Use several sentences.
 - d) Say, “If you don’t respond, I’ll send Uncle Guido to break your knee caps.”

6. How much space can typically be viewed in the Subject Line?
 - a) 25 – 35 characters.
 - b) 25 – 35 words.
 - c) 50 – 75 characters.
 - d) 50 – 75 words.

