

# Email Etiquette

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## Tips for Email Etiquette

1. Have a clear subject line
2. Use professional salutations
3. Proofread before sending
4. Reply to ALL emails in a timely matter
5. Don't assume the recipients know exactly what you're talking about
6. Pay attention to tone (professional and intelligent, be cautious with humor)
7. Double check who you're sending it to
8. Have a professional email address
9. Format correctly

### ➤ Have a Clear Subject Line

People receive hundreds of emails per day and the clearer your subject line is, the more likely it is to be read. Be concise and as specific as possible indicating the contents of the email.

Ex: If you are sending a budget report to someone, tell them exactly what you are sending.  
"October Budget Report is attached."

### ➤ Use Professional Salutations

- Hi or Hello are acceptable greetings, but to stay professional use addresses like Dear (name) or Hiring Manager, Recruiter, etc. It isn't a good idea to get too comfortable when exchanging messages unless you know the person well enough to do so.
- You will also want to include an appropriate sign-off. If you are intending a formal sign-off use phrases like: "Thank you for your time" and "Have a wonderful [day, afternoon, etc.]"
- If a more informal sign-off is appropriate use phrases like: Thanks, Best, or Talk soon. Don't forget that you do want to be professional and appropriate, but you don't want to be abrupt or outdated. Sign offs like "See you later" can be read just as badly as a greeting that says 'Yo.'

### ➤ Proofread Before Sending

Research shows making mistakes in your emails can heavily influence the way people see you. If you are attentive to basic grammar, spelling, and punctuation you are far more likely to be thought of as intelligent and respectable.

If you need to, use programs like spell check or Grammarly to give it another look over before you hit send.

### ➤ Reply to ALL Emails in a Timely Matter

Leaving someone waiting for a response can be detrimental. Make sure you are responding within at least 24 hours and if something happens, let the recipient know. It shows respect for their time and alleviates any possible confusion.

➤ **Don't Assume the Recipients Know Exactly What You're Talking About**

It's good to include a recap of previous communication if it has happened over a period of time. This aids in understanding between both people and will make the rest of your correspondence run smoothly.

➤ **Pay Attention to Your Tone**

You want to be clear and concise, but you don't want to be harsh or angry. Take a minute to read your email out loud so you can hear what it may sound like to your recipient. If it comes off curt, make revisions.

TIP: Avoid humor unless you know the recipient well. It can easily be misinterpreted without tone of voice or facial expressions.

➤ **Double Check Your 'To:' Line**

You don't want to accidentally send an email to the wrong person, especially if there is confidential information included. You also don't want to send an email by accident before it is done. A way to avoid this is by waiting until you have completed the email and then put in the email(s) of the recipient(s).

TIP: Remember to be careful before hitting "reply all" as well. No one wants to read an email that has nothing to do with them.

➤ **Have a Professional Email Address**

If you don't already have one, make one! You are likely to be sent to the spam folder or not be taken seriously if your email address is "soccerlvr13@..." or "partyanimal1@..." It should convey your name so people know who you are and that is it. For business communication you should use your company email.

➤ **Use Correct Formatting**

Remember to address your recipient appropriately and then make your email as easily read as possible. Use paragraphs and complete sentences. Then sign off and sign your name. You are basically writing a letter via email.

TIP: If you can avoid using a link, especially a really long one, do it. It may end up being different for them than it was for you.

**Example of good formatting:**

*Dear [Recipient name],*

*It was great speaking on the phone with you today. I hope the weather clears up in time for your event!*

*I've attached the agenda we discussed below along with notes on the specific details we mapped out.*

*Feel free to contact me if you have any further questions.*

*Regards,*

*[Your name]*

**Example of poor formatting:**

*Hey*

*Great talking today, here's the plan for the event.*

*<https://www.waytoolongurl.com/donteverputinasuperduperlonglink>.*

*See ya then.*

*[Your name]*