Email Etiquette - Part 1

Communicating via email is one way we deliver service to our internal customers (fellow employees) and external customers (students, parents, alumni, and others). Laura Stack of The Productivity Pro, lists 12 guidelines for better email etiquette:

1. **Be informal, not sloppy.** Your email message reflects you and your organization, so traditional spelling, grammar, and punctuation rules apply. Always spell check.

2. **Keep messages brief and to the point.** Concentrate on one subject per message whenever possible.

3. **Use the subject field to indicate content and purpose.** This helps the recipients organize and manage the many emails they likely receive daily.

4. **Use sentence case.** USING ALL CAPITAL LETTERS LOOKS AS IF YOU’RE SHOUTING, using all lowercase letters looks lazy.

5. **Use the blind copy and courtesy copy appropriately.** Use BCC when sending to a large distribution list, so recipients won’t have to see a huge list of names. Copy only people who are directly involved.

6. **Don’t use email as an excuse to avoid personal contact.** Never use email to dodge an uncomfortable situation or to cover up a mistake.

7. **Remember that email is not private.** Never put in an email message anything that you wouldn’t put on a postcard.

8. **Be sparing with group email.** Send group email only when its useful to every recipient.

9. **Don’t send chain letters, virus warnings, or junk mail.** If you receive unwanted forwarded messages, inform the sender so he or she can remove you from the distribution list.

10. **Remember that your tone can’t be heard in email.** Always think about how your email might be received before sending it. Avoid sending email when you are upset.

11. **Use a signature that includes contact information.** Include your mailing or physical address and telephone numbers.

12. **Summarize long discussions.** As opposed to just forwarding pages of an ongoing discussion, take a moment to summarize the message string for the new recipient.

Source: Laura Stack of The Productivity Pro

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**Today’s Customer Service Quote**

There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it.”

Dale Carnegie
COMING NEXT WEEK: Email Etiquette - Part 2

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