

Email Etiquette

Study Guide



What is Email Etiquette?

Think of email etiquette as a set of guidelines or principles that must be followed when writing emails. These rules help guide our behavior and maintain professionalism while writing or responding to emails.

The way you email someone reflects on who you are as a person. Take your time, and do it correctly so that people not only take you seriously, but also have great respect for you.

Remember PERC:

Professionalism - You want to demonstrate in your emails that you are someone with good grammar and nice manners.

Efficiency - Writing emails that are clear and concise will increase the effectiveness of your communication.

Respect - Often when writing emails, you are requesting something or expressing a concern. You want to gain the recipient's respect by using proper language.

Common Sense - An element of basic humanity is being kind to others. An expression of anger or upset in your emails is counterintuitive to that.

How might your style and tone vary when emailing different people?

Your style of writing and tone may be different based on who you are emailing. When emailing a teacher or boss, you want to present yourself using PERC. When emailing a relative or friend, you may have a more relaxed tone in your message.

Use a professional email address.

Your teacher or boss will not appreciate receiving an email from sirmixalotninja@gmail.com.

Select a professional font.

- Use a clear print font
- Avoid bright colors and highlighting behind text. They are difficult to read.

Include a clear, direct subject line.

- Include your first and last name.
- Include your class title or period.
- Include the topic in brief.

Ex. Carol Brister, Science/1st Period, Lab Journal

Begin with a professional greeting or salutation.

Dear Mr. Henson,

Good morning Mrs. Johnson,

*Always, always, always include a comma directly at the end of your greeting.

Be sure to spell the recipient's name correctly.

It looks really lazy to email someone with a request or concern but not be thoughtful enough to take the time to double check the spelling of their name.

Avoid exclamation points in your email message.

- They are informal.
- They relay a tone of being upset or angry.

Avoid using ALL CAPS in your email message.

- They are informal.
- They present a tone as if you are shouting.

DO YOU UNDERSTAND?

Avoid sarcasm followed by winky faces or other emojis.

- It is very difficult to decipher the tone of the message.
- Emojis are not professional.
- Sometimes they can be thought of as silly and not serious.

Never email someone when angry.

- If the subject of the email is a sensitive one, it's best to discuss it in person.
- Words are read differently than they are heard.

Avoid excuses and blaming others. Take responsibility and ownership.

- Don't blame your pet.
- Don't blame your parents.
- Don't blame your siblings.
- Don't blame your teacher.
- Don't blame your boss.

Be clear and mention specifics. Your teacher or boss has many students or employees.

"Today in class you handed back my paper..." ***Which class? Which paper?***

Be concise.

Say what you need to say in a few sentences or less.

Avoid using the word "you" if at all possible.

- It is accusatory and puts the recipient on the defensive.

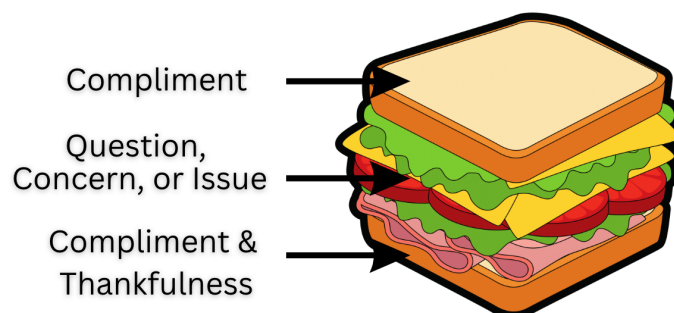
Don't email asking for extra credit.

- Most of the time when students do this, they haven't completed some of the mandatory classwork that was assigned.
- If it is really that important to you, ask in person.

Include a compliment and/or a note of thankfulness.

- Compliments and gratitude make your recipient more receptive to your request.
- It also helps you come across as a kind and grateful person.
- Use the "Positivity Sandwich" model to help you set up your message content.

The Positivity Sandwich of Communication



If you have no choice but to write a lengthier email, use bullet points when possible.

- Bulleted questions or statements are more organized.
- Bulleted questions or statements are easier to read and remember.

Be aware of high and low register tone.

- *High-register tone:* Use when talking to a superior (a boss or teacher)

Thank you so much for helping me prepare for our next quiz.

- *Low-register tone:* Use when talking to a friend or family member.

It was so awesome hanging out with you today studying for our quiz.

Include both your first and last name in the signature block/closing.

- Thank you,
- Sincerely,
- My best,
- Your student,
- Regards,

Sincerely,
Carol Brister

*Always, always, always include a comma directly at the end of your closing. Write your name directly under it and line up your text along the left margin.

Proofread

- Use complete sentences and proper grammar.
- Use correct capitalization and punctuation.

Allow for response time.

- Allow your teacher at least 24 hours to reply to your email. Believe it or not, they have numerous emails daily to respond to on top of teaching and planning lessons as well.
- Never email asking for something ASAP (as soon as possible). It is just rude.

Above all when writing emails, remember the acronym K.I.S.S.

(Keep it simple & smart!)