

Email Etiquette

The Do's and Don'ts of Professional Email Communication

If you want to make a good impression through your email, make sure to:

@ Create a professional email address

@ Include a brief subject header

- Do not write the entire subject in UPPERCASE
- Make sure your subject does not have any spelling or grammar mistakes
- Make sure your subject gives an overview of the content of your email and is not a greeting

@ Personalize your message

- Get information about the person you will contact (Mr. – Mrs. – Ms. – Dr.)
- Be polite; don't be overly familiar with your recipient: "Dear Mr. X" NOT "Hi Mr. X"

@ Identify yourself and state your intentions

@ Include relevant, clear, and concise content in the email

- Make sure your tone is appropriate
- Avoid using emoticons and chat language
- Avoid using UPPERCASE
- Use legible colors and font 12
- Keep the thread in replies
- Make sure necessary documents are attached
- Do not reply to an email through the subject header
- Do not leave the content empty even if merely attaching a document

@ Revise content for clarity

- Check content for spelling and grammar

@ Decide exact recipient and respect privacy

- Avoid "Reply All" if you do not want everyone to read your email

@ Wrap it up and give closure

- Thank your recipient
- Include a complimentary close: Sincerely – regards- best
- Include your signature: Phone number – full name

@ Allow proper reply time

- Reply within 24 hours; expect a reply within 48 hours

@ Use email communication in appropriate circumstances [It cannot always replace a phone call or face to face contact].