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].