

Email Etiquette

1. Include a clear, direct subject line. The subject line of your email should capture the essence of your message. It should be simple and descriptive. Examples of a good subject line include:

- Curriculum Meeting Changed to 4:00
- Quick question about your presentation
- CMLA Party Invitation
- Suggestions for the proposal.
- Confirming Your Appointment
- Request for KEA-SP Event Volunteers

You can improve your subject lines more by adding the action(s) you are requesting from the recipient. For example:

- End-of-Year Party Invitation - RSVP by April 25
- Project Revisions - Need Feedback by Thursday

When people receive large amounts of email, initially they may scan the subject lines to determine which ones to open first, or not at all. Subject lines matter.

2. Don't get mistaken for Spam. Following on from number one, avoid subject lines that are in all caps, all lower case, those that include URLs and exclamation points and emoticons. Why? Because they are used a great deal by spammers, and most people won't open them – even if they do get past a spam folder.

3. Make your subject line match the message. It's all too easy, when you want to email someone, to find an email they sent you, open it, hit Reply, and send a message that has nothing to do with the previous one, yet keeping the same subject line. If your message is important enough to send, it's important enough to label correctly.

4. Use a professional email address. If your email is school-related, use your school email address. Once you become hired as a teacher, use your school email address for correspondence to colleagues, parents, students, and anyone else if the content is school or education-related.

I recommend you have at least two additional email addresses. One can be used for communication with friends and family, and by all means call yourself [sweetbabygurl@...](#) or [doglover@...](#) if you like. However, in non-school and non-personal communication you should construct an email address that identifies you.

5. Use professional salutations. Be very careful about the salutations you use. Don't use colloquial expressions such as, "Hey," "Yo," or "Hi guys."

If the person has a title, it is a mark of respect to use it. If you don't know what to call a person, look them up on the web or ask someone that knows them. If you are unable to determine their title, it is better to err on the side of formal than informal. Also, don't take it upon yourself to abbreviate their name. If their first name is "Christopher", don't shorten it to "Chris" unless they have specifically asked you to.

6. Think thrice before hitting 'reply all.' A few years ago, a member of a department in a university was organizing an end-of-year get together. A mass email was sent out, asking who could bring what. The result was scores of people hitting "reply all" and responding with what they were going to bake or cook or buy. Did everyone need to know? No. Unfortunately, ignoring these types of email can be difficult, particularly if you get notifications of new messages on your smartphone or distracting pop-up messages on your computer screen. So, only use "reply all" if you *really* think everyone on the list needs to receive the email.

7. Include a signature block. A signature block at the end of your email is a type of introduction, particularly useful if the recipient doesn't know you personally. It also provides contact information, ensuring that they don't need to look you up. If you have other accounts, such as Twitter or Instagram, for example, you may want to include these in your signature block.

8. Don't go to town with exclamation points!!!!!! An email with an overabundance of exclamation points gives the receiver the impression that the sender is immature and/or poorly educated. Use exclamation points [correctly](#).

9. Watch your tone and use of humor. What is humorous to one person may be offensive to another. When you write to someone from a different cultural, linguistic or social background, be very careful about the way you express humor. Because we cannot see faces or gestures when we read email, something that was meant to be funny can be taken very seriously, and you may never know it (and therefore won't be able to try to explain yourself). Also, make sure you are not coming across as too curt. Make sure to use words like "please" "thank you"

10. Proofread every message. Your emails are a reflection of you. After you finish writing, read the email over at least twice. Don't rely on spellcheckers (after many years of teacher, it is clear to me that if a person can't spell "definitely" the [spellchecker](#) may well change it to "defiantly"). Whenever I see that, I know the writer did not bother to proof their email, and that sends a message. Check your grammar as well. Sometimes I've received email that is so very badly written that I have no idea what the writer is asking.

[Lifewire](#) suggests checking the following:

- Review the **message**. Is there anything unclear, or are there any grammatical errors or typos? Now's the time to fix them.
- Would a **link** to an outside source help to clarify your meaning? Include it now.
- Look at the **recipient names**. Did you forget an important person who needs to see the message too?

- Look at **your own address**. If you have more than one, be sure you're sending it from the most appropriate one for the purpose of the message.
- Does the message need to be tagged as "**important**"? Go ahead and do it now.
- Did you forget the **attachments**? Add them now.

11. Add the email address last and make sure it's the right person. Following this easy rule would save a lot of people a lot of embarrassment. Have you ever started writing an email and accidentally sent it? Or perhaps worse, sent it to the wrong person? Put the address in last, and double or triple check that you have the right one.

12. Attachments Always, always let a person know beforehand if you are going to send an attachment. Too many viruses and malware are sent in this manner, and you don't want the person to simply delete what you have sent. Watch the size of the attachments; you don't want to cause a bottleneck for your recipient. It's probably better to send several emails with only 2 attachments than one with 12.

13. Don't go crazy with your fonts. For more formal (school, business) emails, keep your font standard and easy to read. Your aim is to communicate, not to distract and dazzle your recipient with neon colors and fancy fonts. Stick to 10 or 12 points as a rule, and to fonts such as Ariel, Times New Roman, Calibri or Helvetica.

14. Keep it clean. Have you ever received emails that have clearly been forwarded many times and contains hundreds of excess carets (>>>)? Clean those up before you send the email on. Another things you might see is pages of email addresses (indicating the sender didn't know how to use BCC). Again, delete them before sending them on.

15. Be very conscious of privacy. Emails that you write are copyright to you. No-one should forward messages unless they have your permission, however, we know it happens. With this in mind, watch what you say. If you write an email to Alex and say something unkind about Chris, would you be embarrassed or ashamed if Chris saw it? If the answer is "yes" then don't send the email. People's careers can be ruined by an email, and it doesn't matter when you sent it. For example, if you want to be a principal, and in 20 years' time, you are offered the principalship of a prestigious school, could anyone come out of the shadows waving an email you wrote while at college and derail your application? Remember, what you commit to virtual paper is always there, somewhere.

16. Know the difference between CC and BCC

People make a living from selling email addresses, so it can be very annoying to see your email address in a long list in the CC space, particularly if you are trying to keep a particular email address relatively private. With CC, everyone can see everyone else. If you need to send an email to many people, use BCC (Blind Carbon Copy).

17. Use the phone. This might seem strange to you, but if you are considering sending an email to someone in which you're asking a question that will have a long response, use the

phone. The phone is also preferable when doing something last minute, such as meeting someone, or cancelling an appointment. The phone is also better than email when delivering bad news (face-to-face is usually better still). Finally, if you have sent a couple of emails and not had a response, use the phone.

Helpful Websites

<https://www.entrepreneur.com/article/272780>

<https://www.inc.com/guides/2010/06/email-etiquette.html>

<https://www.lifewire.com/fundamental-email-etiquette-1171187>