

EMAIL Best Practices

Note: the following materials were partially extracted from the following URL: <http://resources.zdnet.co.uk/articles/features/0,1000002000,39286623,00.htm>

Manage your inbox	Sort messages by priority, subject, date, sender, and other options to help find important email that requires your attention. Email etiquette dictates that you respond to all email in a timely fashion. Generally speaking, you should respond to all professional email within a business day, even if it's just to say you've received the message and will look into the matter. Occasionally, you may receive an email thread that contains responses from several people; always read the entire thread before responding.
Compose professional messages	<p>It's easy to convey the impression that you're unprofessional or careless if you don't follow some basic principles of good business writing. Make sure you follow proper grammar and sentence structure when composing and responding to messages and use a spell checker. Break your message into paragraphs for logic and readability.</p> <p>Before clicking the Send button, give it a final once-over. Reread the entire email, checking it for grammatical errors, punctuation mistakes, and typos. You'll be amazed at what you catch. Also make sure your tone is appropriate for the message.</p>
Write effective subject lines	Writing subject lines can be tricky, but you should always include one. The goal is to summarize the message without being too wordy or too vague. Long subjects tend to be skimmed or ignored, and they don't always fully display in email viewers.
Be careful about using capitals, color, bold, etc.	<p>For best readability, just use regular sentences...versus all caps, bold plus caps, bold plus caps plus color, etc. With extremely few exceptions, just do not type in all capital letters.</p> <p>Agenda for meeting on 05/21/19 <i>not</i> AGENDA FOR MEETING ON 05/21/19</p>
Properly use CC and BCC	<p>The carbon copy (CC) and blind carbon copy (BCC) features found in most email clients allow you to send copies of an email to others you need to keep informed but who aren't necessarily the primary recipients.</p> <p>When copying others, be certain the email message pertains to them. If you use email address lists, verify that all of the members of the list should receive the email, too, and remove those who don't need to be included. And use the BCC feature sparingly. If sensitive topics require BCC'ing others, it may be best to take the matter offline and discuss it in person.</p>
Obey etiquette rules when forwarding messages	Before you forward an email, make sure that all recipients need to receive the message. In addition, be careful when forwarding sensitive or confidential information. Never forward proprietary information to external audiences or to unauthorized recipients. Before clicking the "send" button, review whether a message's contents are appropriate for each listed recipient.
Don't get pulled into an email war!	<p>You should also refrain from making inflammatory, emotionally charged comments in email. In many instances, email quickly turns more emotional than reasoned</p> <p>If you receive an emotionally charge email, or suddenly find yourself in an emotional email tug of war, take a little time before responding, if you respond at all.</p> <p>Think about the situation and reply rationally not emotionally.</p> <p>You may also decide not to reply but to deal with the issue in person. Often, email battles are started because of a simple misunderstanding. An ill-phrased comment (or even a well phrased one) can be misconstrued by a recipient, who then fires off a salvo in response. Instead of replying, go talk to the person and discuss the message. If talking with the person doesn't end the problem, ask someone higher up your chain of command for assistance in resolving the issue offline.</p>
Protect email addresses	Don't divulge your colleagues' email addresses to vendors, friends, or others outside the organization. Verify that recipients listed in the To and CC fields should be receiving messages and that you won't be revealing others' email addresses in the process. Don't post your or

	<p>colleagues' email addresses on internet forums or bulletin boards, on Usenet groups, in chat rooms, or in other public areas.</p> <p>Here are a couple of simple ways to help keep others' email addresses private. First, use the BCC feature when you need to hide their email addresses from external audiences.</p> <p>Second, delete their addresses from messages you forward. It takes only a few moments and will reduce the chances of coworkers' email addresses proliferating in the wild.</p>
<p>Be smart about handling attachments</p>	<p>Email attachments consume inordinate amounts of email server space and network bandwidth and are often the culprits behind virus outbreaks — but they're often the easiest way to transfer files. Just be sure to follow these guidelines when emailing attachments:</p> <ul style="list-style-type: none"> • Don't attach large files to an email; anything over one or two megabytes shouldn't be sent via email. • Limit the number of files you attach to a message to five or fewer. • Save attachments to your hard drive and then delete the email message containing the attachment. • Don't open unexpected attachments or those sent by unknown parties. • Always scan files with an antivirus program before opening an attachment. Never click an attachment without first confirming that it's virus-free. • Don't annoy recipients by forwarding attachments they can't access. If an attachment requires a new or less-common application, say so in your message.
<p>Don't include sensitive or potentially embarrassing information</p>	<p>Don't make the mistake of thinking your emails are private.</p> <p>In all likelihood, literally anything you ever send via email could well become public</p> <p>Never include any information in an email that you wouldn't want published on the front page of your local newspaper.</p> <p>In other words, never send confidential, proprietary, sensitive, personal, or classified information through email.</p>
<p>Know when not to use email</p>	<p>Businesses provide email for professional, business-related use, not for jokes, gossip, or chain emails. Jokes and comedy can easily become an extreme nuisance to colleagues whose email count per day is already extremely high.</p> <p>Also remember that you shouldn't send an email to do a conversation's work.</p> <p>Complicated subjects are often difficult to explain face to face, much less in an email. Instead of firing off a complicated explanation via email, set up a short meeting to address the issue in person.</p> <p>Email is also a poor stand-in for conversation when conducting critical, difficult, and/or unpleasant discussions, such as issues related to human resources matters.</p> <p>Touchy communications are best handled in person.</p>