

A photograph of a person's hand using a computer mouse, with a large, 3D-style '@' symbol in the foreground.

# Email Etiquette

For RMH - 02<sup>nd</sup> Aug 2024



## Email Etiquette



Email etiquette refers to the principles of behavior that one should use when writing or answering email messages.

# Why Is Email Etiquette Important?



## Professionalism

Show that you are ready for your future career



## Efficiency

Look efficient sending to-the-point messages



## Respect

Avoid unnecessary embellishments & small talk.



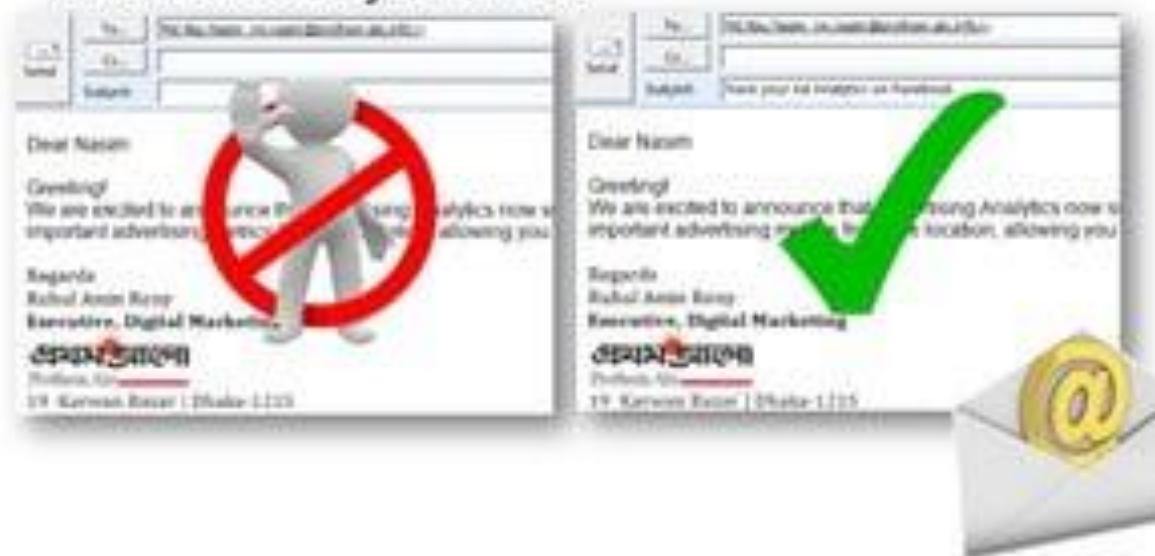
## Send Only Clear and Concise Emails





## Don't leave out of your subject line

- Never leave the subject line of an email blank.
- Always use a subject line that adequately reflects the contents of your email.





## **Do not use “Reply to all” by default**

- Don't instinctively click the "Reply All" button for every email that reply to.
- Consider the subject at hand and decide who needs to read your reply.
- Always responding to everyone will quickly earn you a reputation as a "business spammer" and people will not read any of your emails.





## Use email when it is needed

- Don't use email as default communication tool.
- Remember that not all messages are appropriate for email.
- Sometimes a short telephone call or a brief office visit is more appropriate.





## Don't use unnecessary file

- You never know how or where your recipient will be accessing their email.



- If you need to send a large file, contact the person first and ask them how they would like to receive the file.

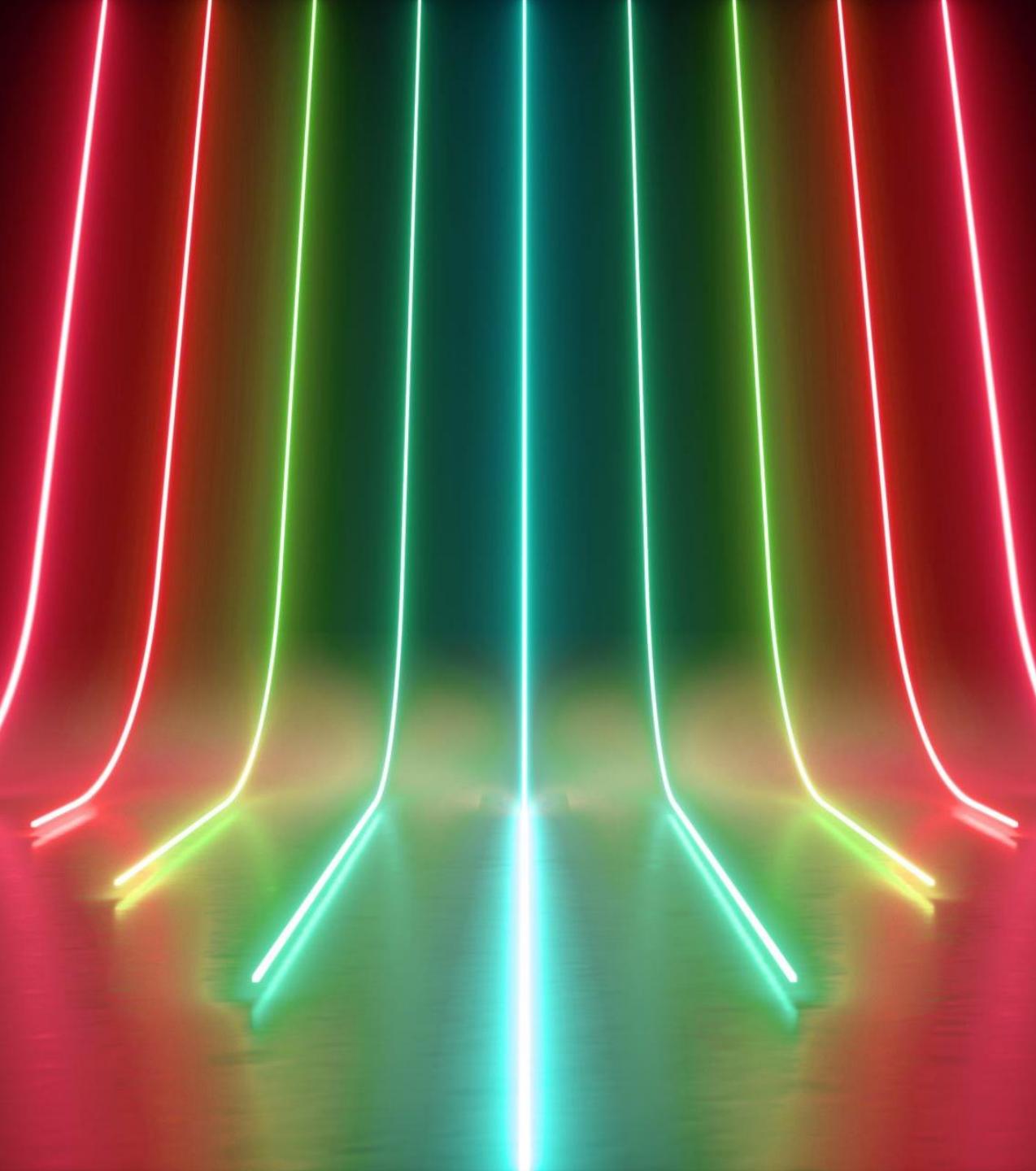




## Read over before you send Email

- Take a moment and consider what is sending in the email before press the "send" button.
  - Is it something that should not be sent in an e-mail?
  - Is it of a personal nature and not appropriate to use the company's email system?
  - Is there a chance that you may regret sending this e-mail at a later date?
- If so, press the "delete" button instead.





## Reiterate in-person and phone conversations

After an in-person meeting or phone conversation, it's often helpful to send a follow-up email that reiterates the topics you discussed. This achieves a few goals:

- It keeps your discussion top-of-mind for all individuals involved.
- It creates a “paper trail” you can reference in future discussions.
- It can prevent misunderstandings and miscommunication by giving participants the opportunity to ask questions or clarify their statements.

## Get to the point right away

Hello Julie,  
I hope this finds you well! I'm writing you today (March 5<sup>th</sup>) to inquire about whether you have availability to discuss the following project...



Hello Julie,  
Do you have an estimate for the Baker project?



**Use an accurate and clear subject line –  
double-check it to avoid typos!**

**Subj:** “Help! I’m  
trapped inside this  
email” –2021 User  
Demographic Report



**Subj:** 2021 User  
Demographic Report





## PERSONALIZE

Emails with personalized subject lines are 22% more likely to be opened.



## ADD PRE-HEADER TEXT

Your pre-header text is an extension of your subject line. It's often used by a prescreening tool to decide whether or not they'll open your email



## BE SPAMMY

Based on your subject line alone, 69% of email recipients will report email as spam.



## WRITE IN ALL CAPS!

All caps can trigger spam traps and land you in the junk folder. More than 85% of email recipients prefer all lowercase subject lines.



### USE KEYWORDS

Keywords that convey a sense of urgency perform best in subject lines. Be sure to place these at the beginning in case they get cut off.



### USE A FAMILIAR SENDER NAME

Most people hesitate to open emails from unfamiliar senders.



### USE ACTION VERBS

Actionable subject lines will inspire people to click on your email by instilling urgency and excitement.



### USE FRIVOLOUS KEYWORDS

Emails including the word "newsletter" in the subject line saw an 18.7% decrease in open rates.



### MAKE FALSE PROMISES

No one likes to open up an email and find out that the subject line has nothing to do with the subject matter.



### RECYCLE SUBJECT LINES

Don't hash the same subject every week or month. If your audience sees the same thing over and over they will keep scrolling.

## Only email people who need the information

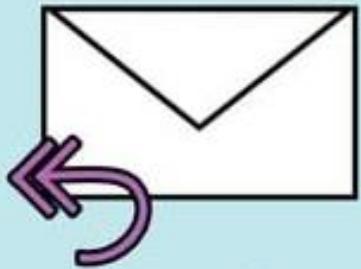
**To:** Jennifer  
**From:** Randall  
**CC:** All Staff, Board of Directors, Past Interns  
**Subj:** Question for Jennifer specifically



**To:** Jennifer  
**From:** Randall  
**Subj:** Question



Think twice before hitting “reply all”



**Reply  
All**



**Reply**



## Use the “cc” field for groups that need to work together

**From:** Fred  
**BCC:** You  
**Subj:** Collaboration



**From:** Fred  
**CC:** You, Jenny, Amy,  
Mohammed, Tom  
**Subj:** Collaboration



## Use spell check and grammar check to avoid misspellings

**To:** Rachael@corp.com  
**From:** James@corp.com

Hey Rachel,  
Have we reached a  
concensus on how to  
fullfil the following  
guidence from Sam?



**To:** Rachael@corp.com  
**From:** James@corp.com

Hey Rachael,  
Have we reached a  
consensus on how to  
fulfill the following  
guidance from Sam?



# Write in complete sentences

**To:** Annika@corp.com  
**From:** Arturo@corp.com

Hey Annika just an FYI  
before LDW can you  
get deck 1 2 and 4 to  
client ASAP im boarding  
flight in 5 pls thx



**To:** Annika@corp.com  
**From:** Arturo@corp.com

Hi Annika,  
I wanted to touch base  
about the slides we  
discussed on Monday  
(1, 2, and 4).



Drop the “Mr.,” “Mrs.” and “Ms.”

**Dear Ms. Olivier,**



**Hello Brianna,**



## Do not send or ask for read receipts

**Read Receipts Requested.**

A sender has requested read receipts.

OK



**Subj: RE: Next steps**

Hi Tomás,  
Wanted to check that  
you received my  
previous email.



## Skip the “thanks” replies

Thanks.

Got it.

OK



Inbox (0)



## Reply within 24 to 48 hours

Waiting  
weeks to  
reply



Replying  
within 1-2  
days



Check your outbox frequently

Outbox (4)

Outbox (0)



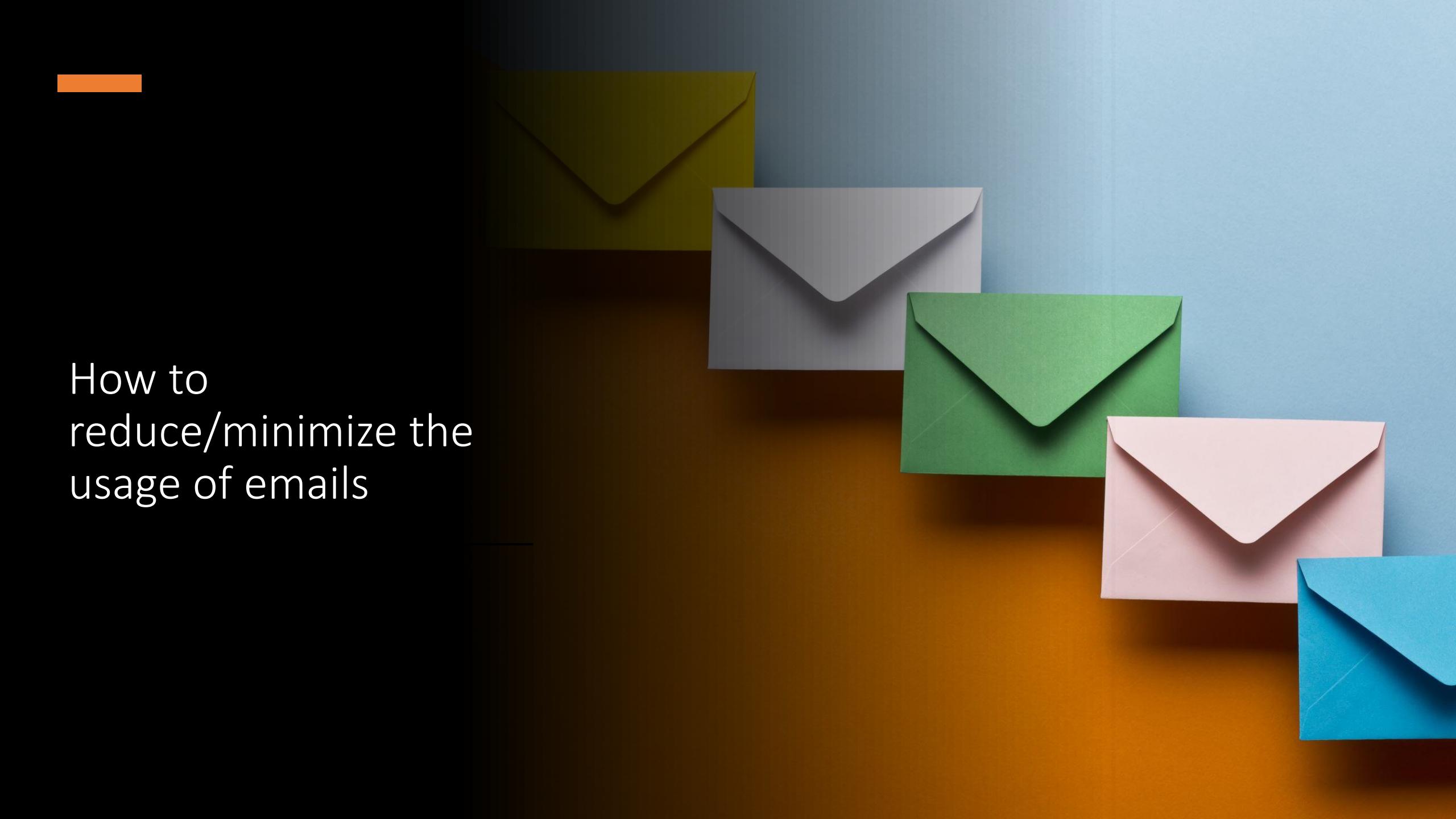
If you wouldn't say it to their face, don't type it

**%\*\$\_&!!  
WTF?!**



Let's set up a time  
to discuss this.  
Thanks!





How to  
reduce/minimize the  
usage of emails

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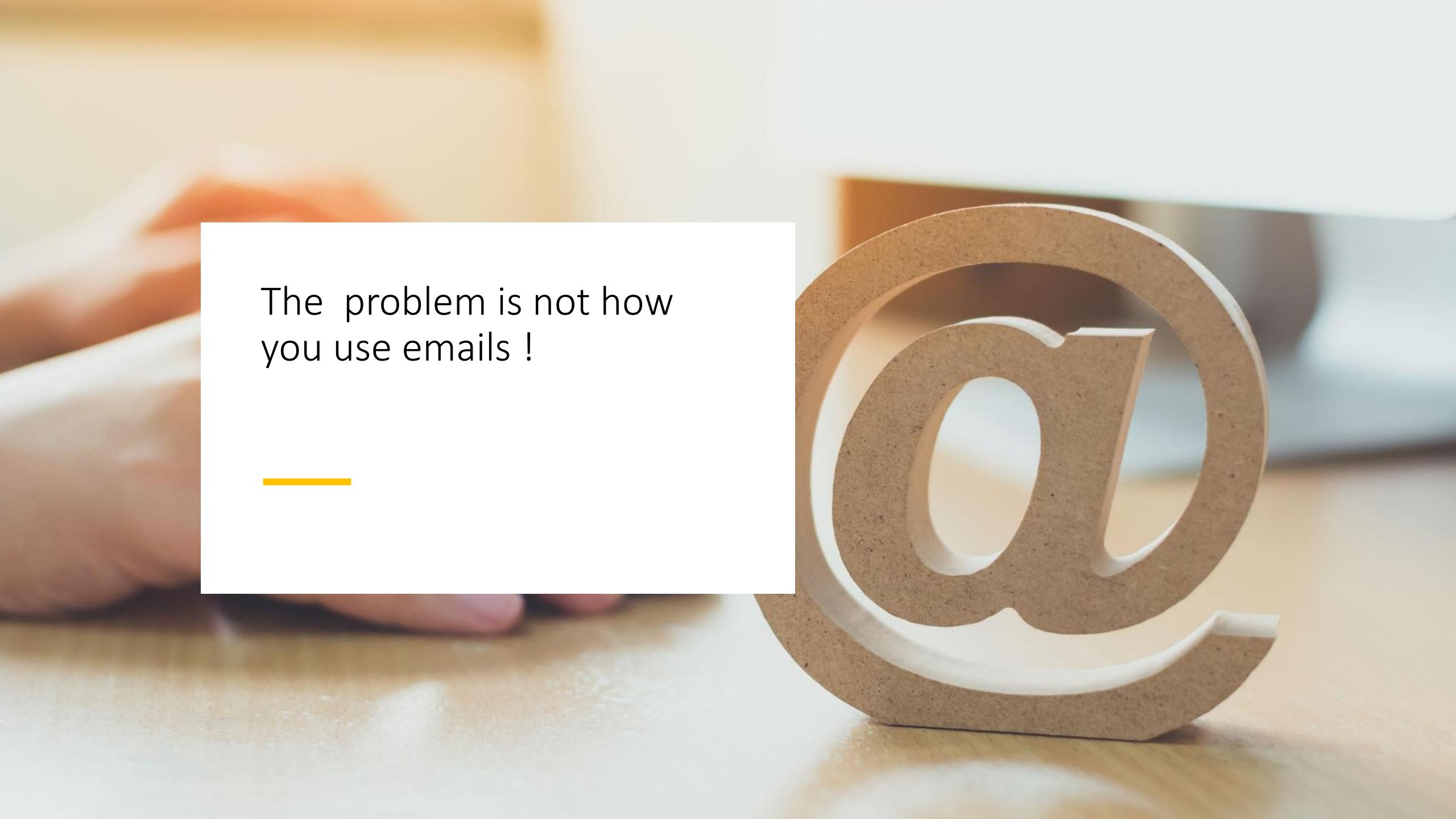


Why do you send an email ?

1

## Know your purpose

1. Why are you sending this email?
  - Give information
  - Ask for a decision
  - Confirm an agreement
  - Delegate work
  - Make a request
  - Set up an appointment



The problem is not how  
you use emails !





# The Eisenhower Matrix for Emails



## Do (urgent and important)

It's now or never

Example: An email invite to a board meeting today



## Decide (important but not urgent)

You can wait to execute this email

Example: The accounts team wants the monthly spend data



## Delegate (not important but urgent)

Someone else can do it for you

Example: A colleague asking you to proofread an article



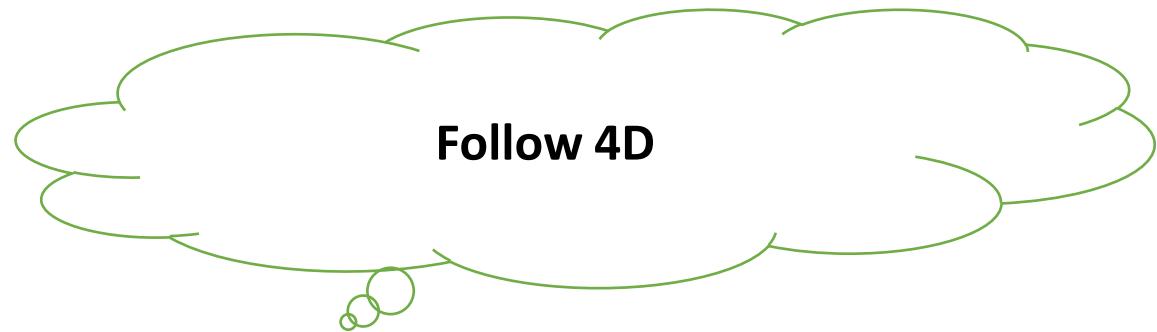
## Delete (not important, not urgent)

You can do without it

Example: Social media notifications

# What can you do ?

- DO it now
- DECIDE ( schedule)
- DELEGATE
- DELETE ( Avoid/file it/trash it)





What is Get things  
done (GTD) ?



# GTD METHODOLOGY

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5 simple steps to a more productive life

**1**

CAPTURE



Collect tasks, ideas  
and reminders.

**2**

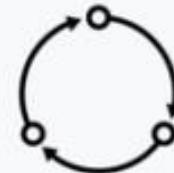
PROCESS



Review each item,  
and ask yourself:  
What is this?

**3**

ORGANIZE



Put everything in  
the right place.

**4**

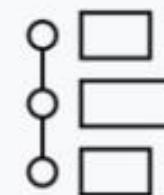
REFLECT



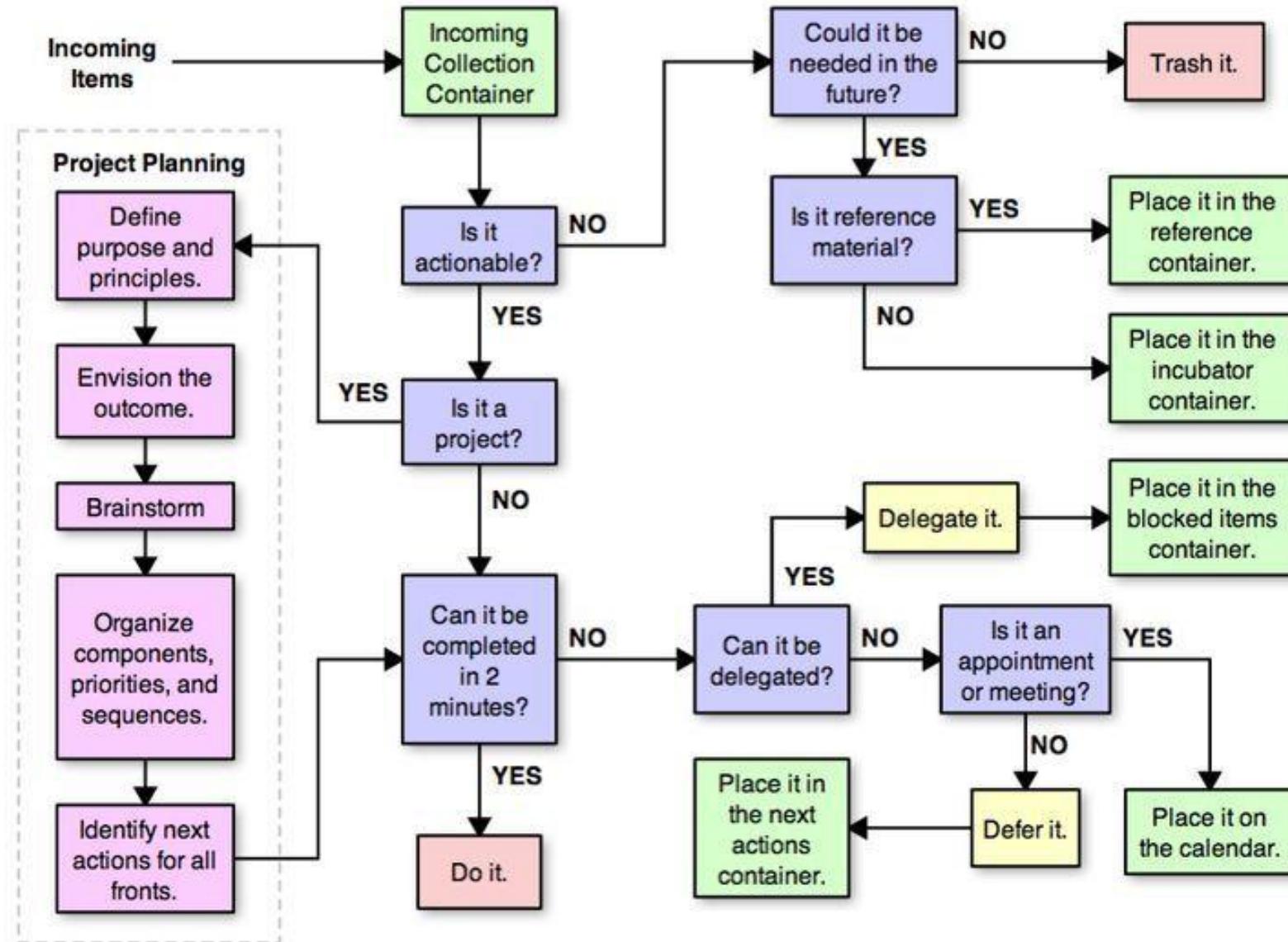
Review regularly.

**5**

DO



Just do it!



# Categories of emails

**1. Respond today / Urgent** – These are priority emails you can respond to immediately or the same day. Either respond or mark as “To-Do”.

**2. Respond later** – These are emails you can respond to at any time, add a task to your calendar at a suitable time and move them to your “To-Do” folder.

**3. Optional response** – Respond if you are feeling chatty or nice but leave if you are busy and save time.

# Categories of emails

4. **Not important** – Archive or delete these depending on whether they contain something that might be useful later.
5. **Read later** – Either snooze until a later time or file them in a relevant folder and optionally you can add a task to your calendar too.
6. **File them** – Emails that you have read and just need to be filed so you have a record of them. Add them to a relevant label or folder. Examples could include receipts from Paypal, travel documents etc.



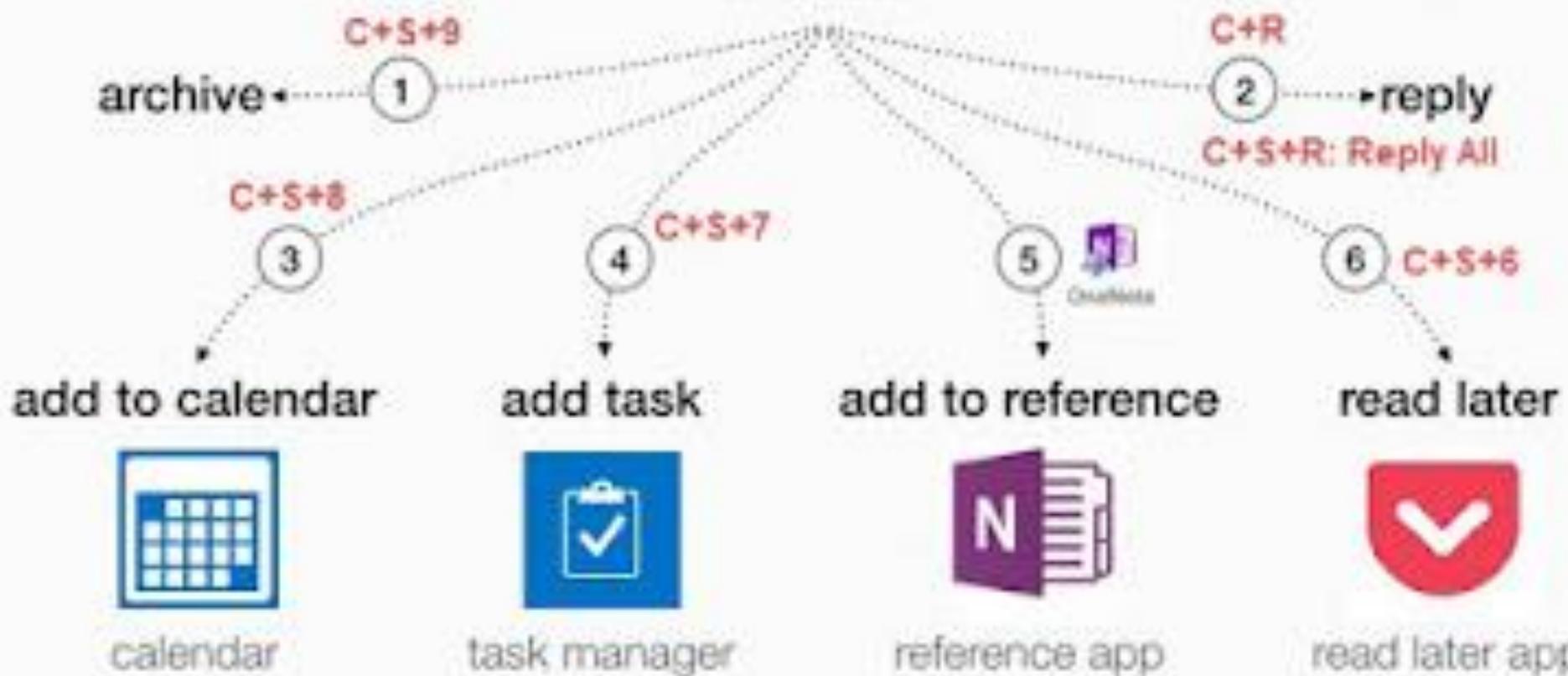
What is inbox Zero ?



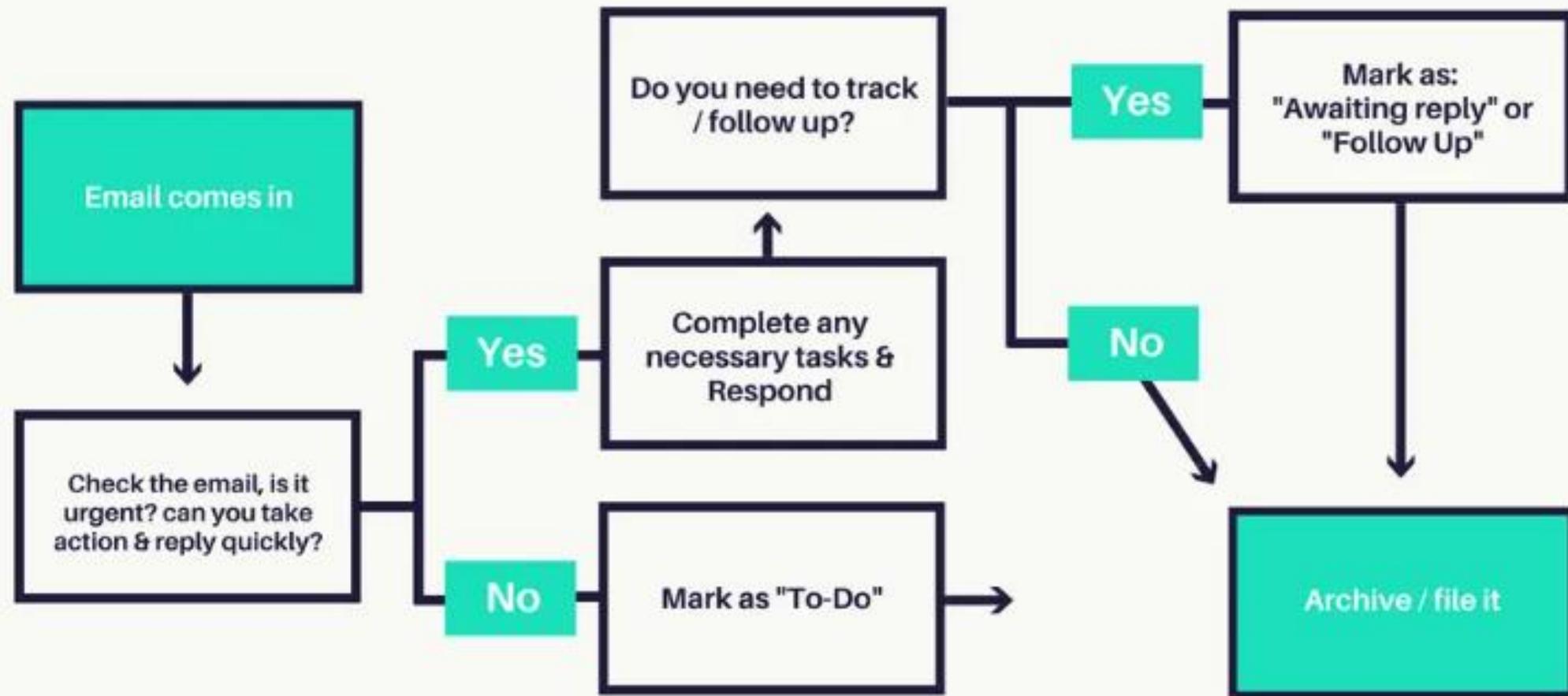
# The One-Touch Inbox Zero Workflow



Tiago Forte | forte.labs.co



# Inbox Zero Process



Are we using outlook to manage our work ?



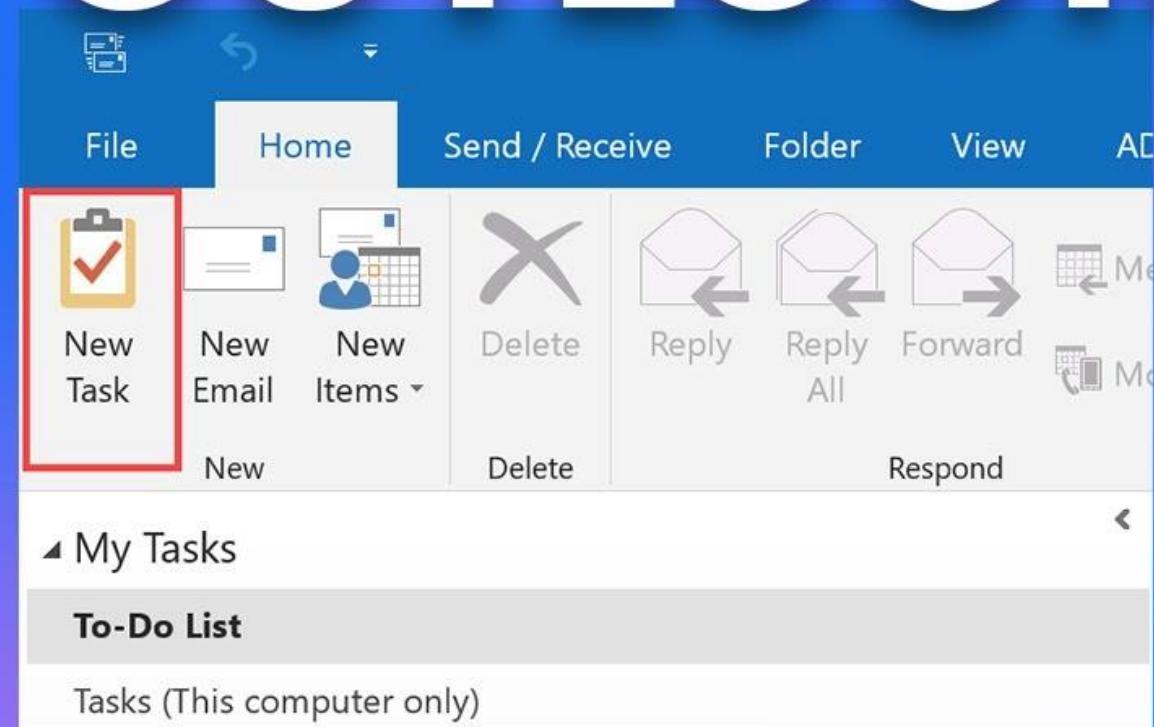
## Features:-

- Mail
- Calendars
- Contacts
- Tasks
- Notes

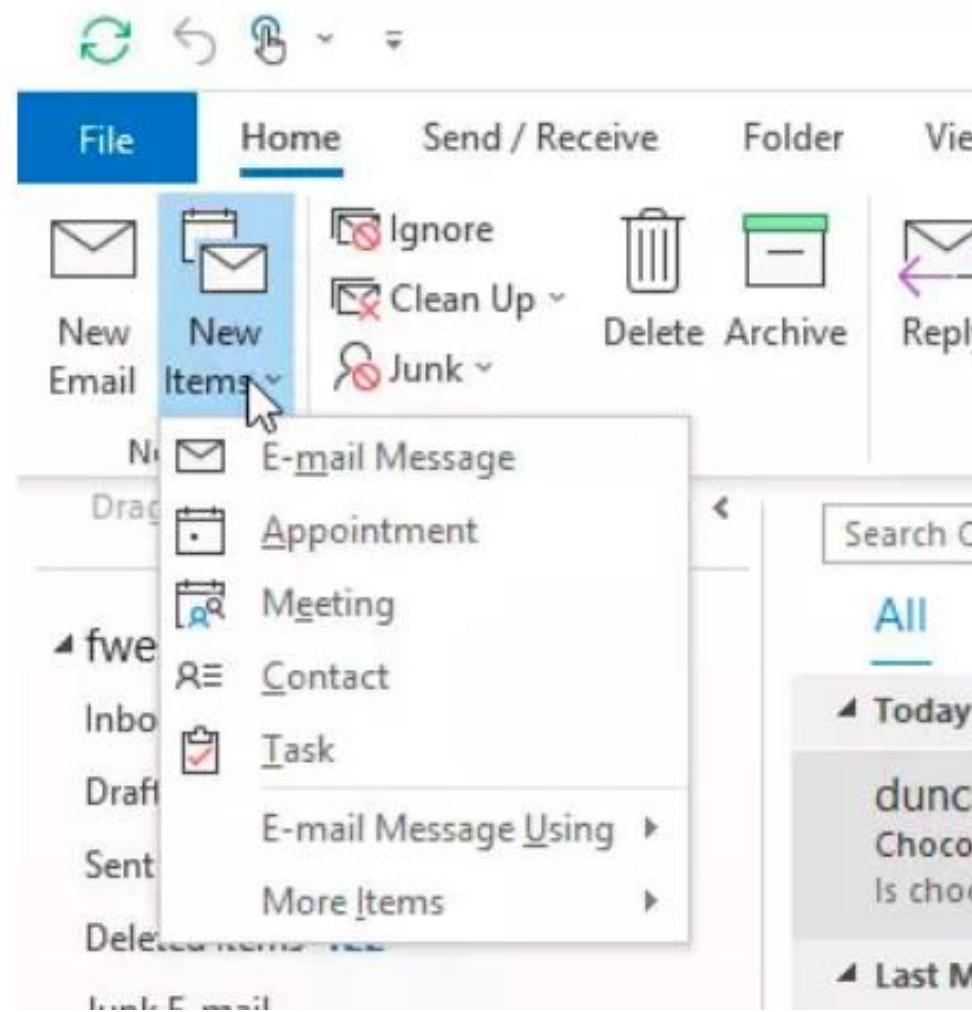


Navigation panel

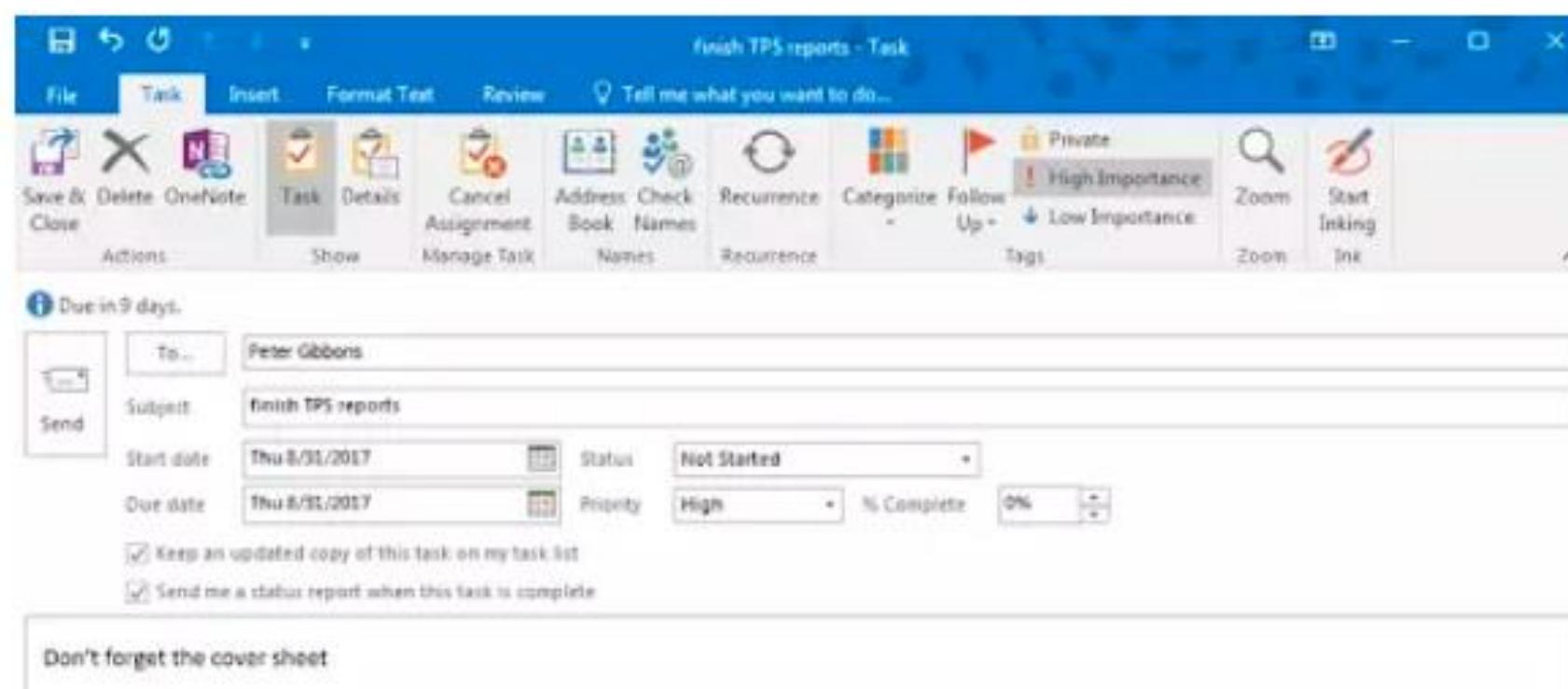
# HOW TO USE OUTLOOK TASK



Step 1: Select **New Items**, then **Press Ctrl+Shift+K**.



**Step 2:** Put a name for the task in the **Subject** field. Keep the name simple and fill in the details in the task body.



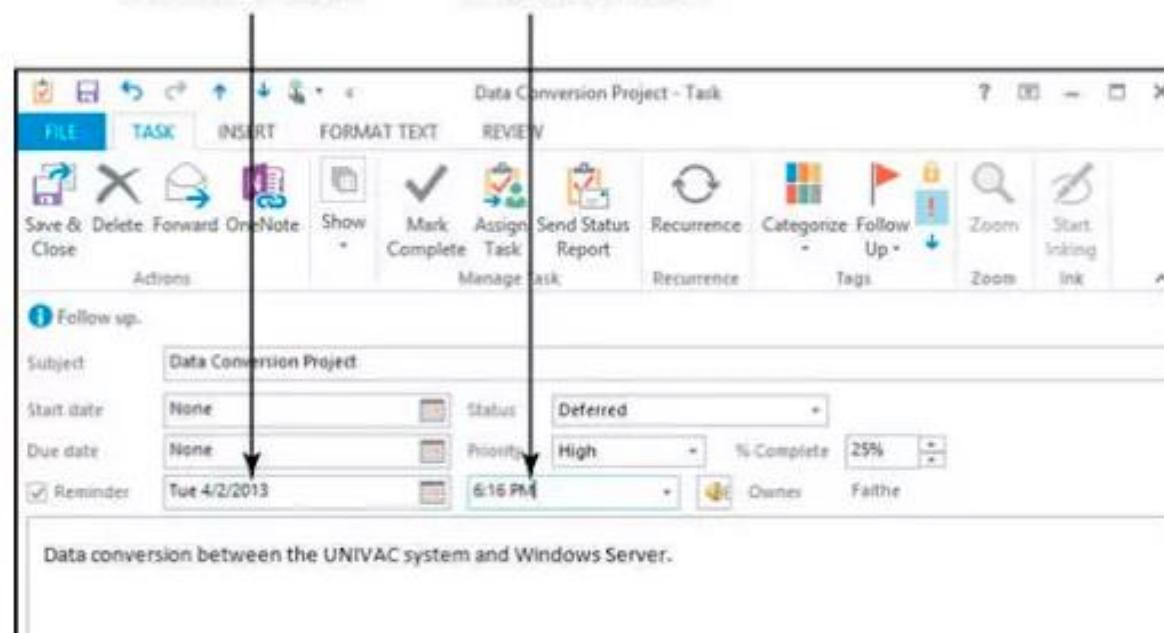
**Step 3:** Set the **Start date** or **Due date** if a specific start or end date is required.

**Step 4:** Prioritise the task using **priority**.

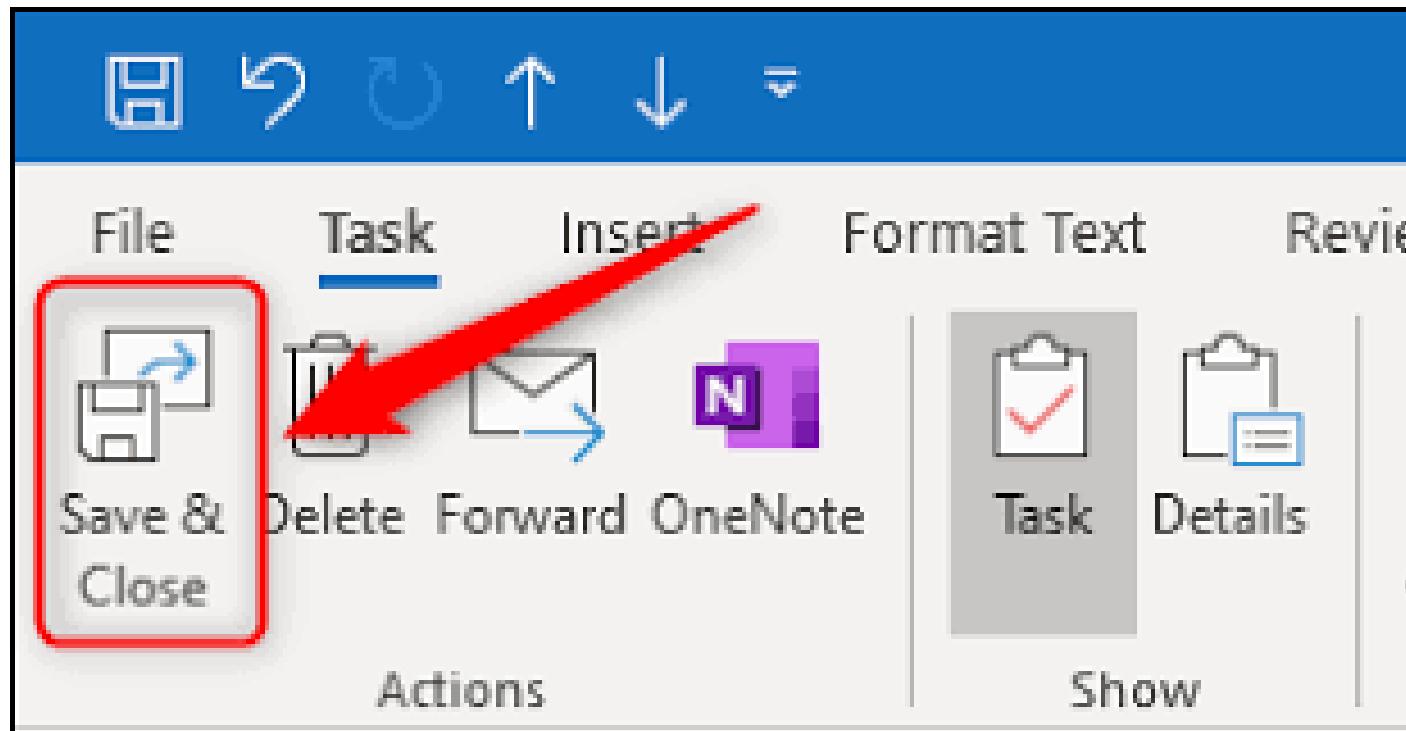
**Step 5:** Check **Reminder** and set the date and time if you'd like a pop-up reminder.

Type or select the  
reminder date.

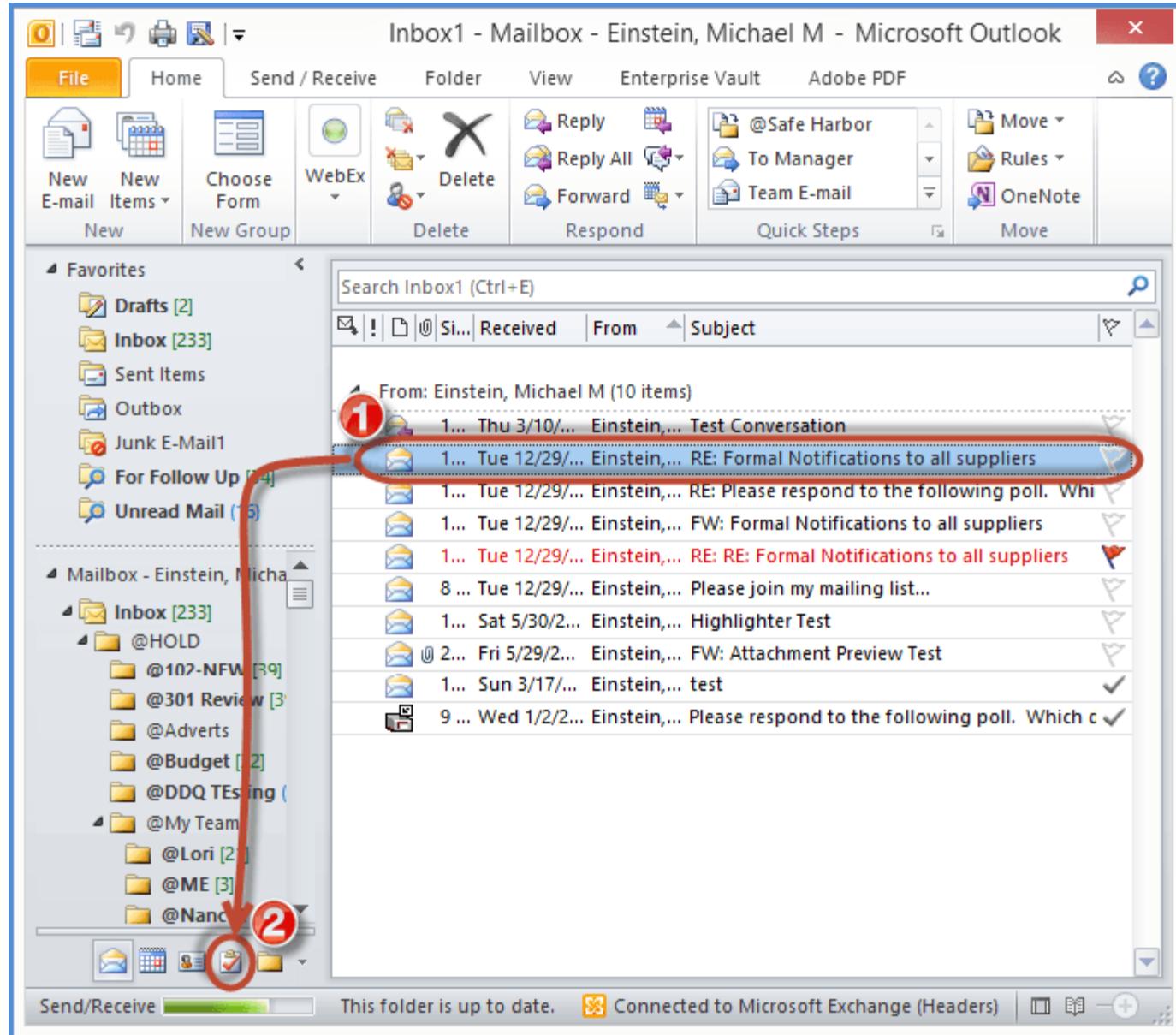
Type or select the  
reminder time.

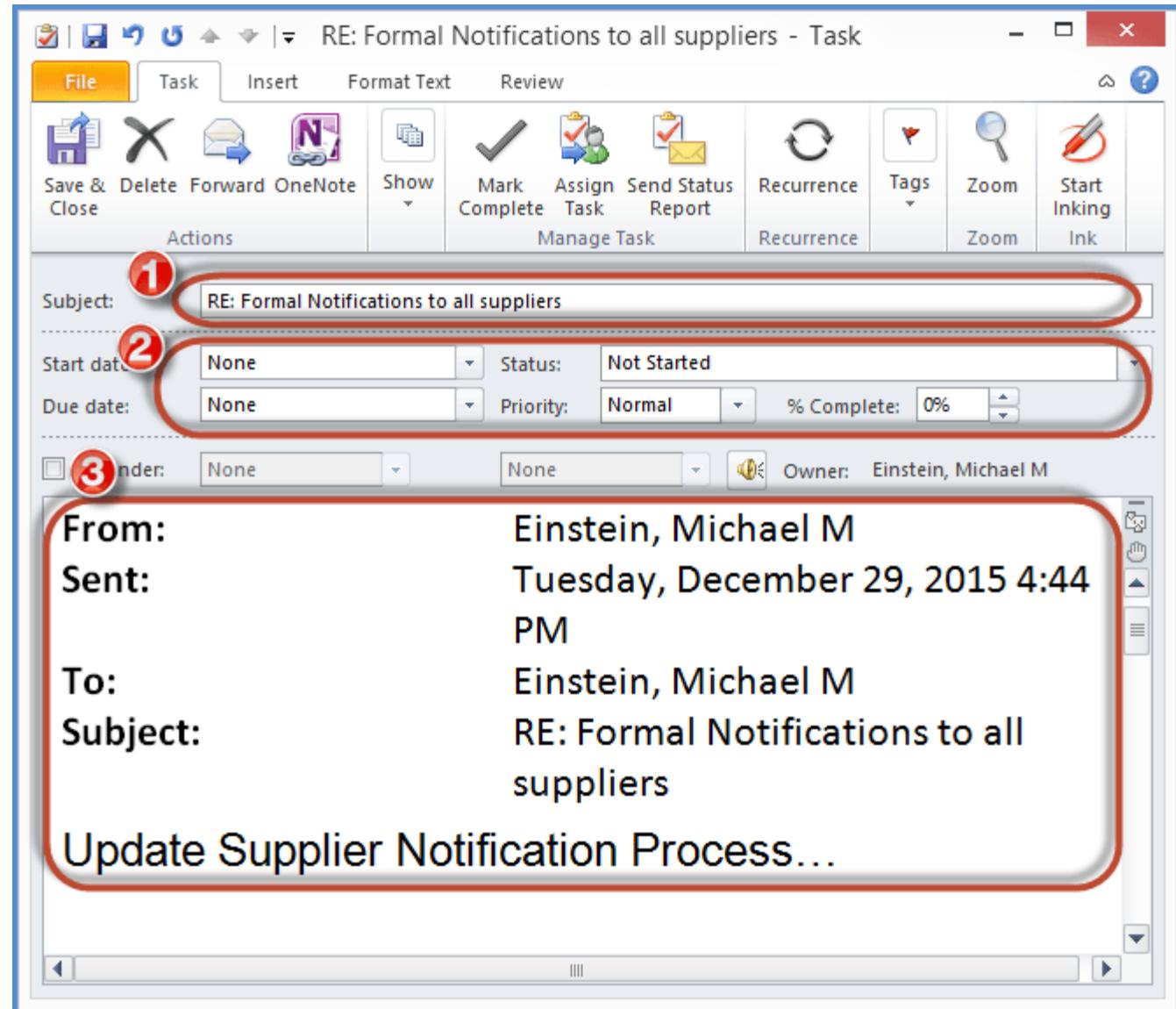


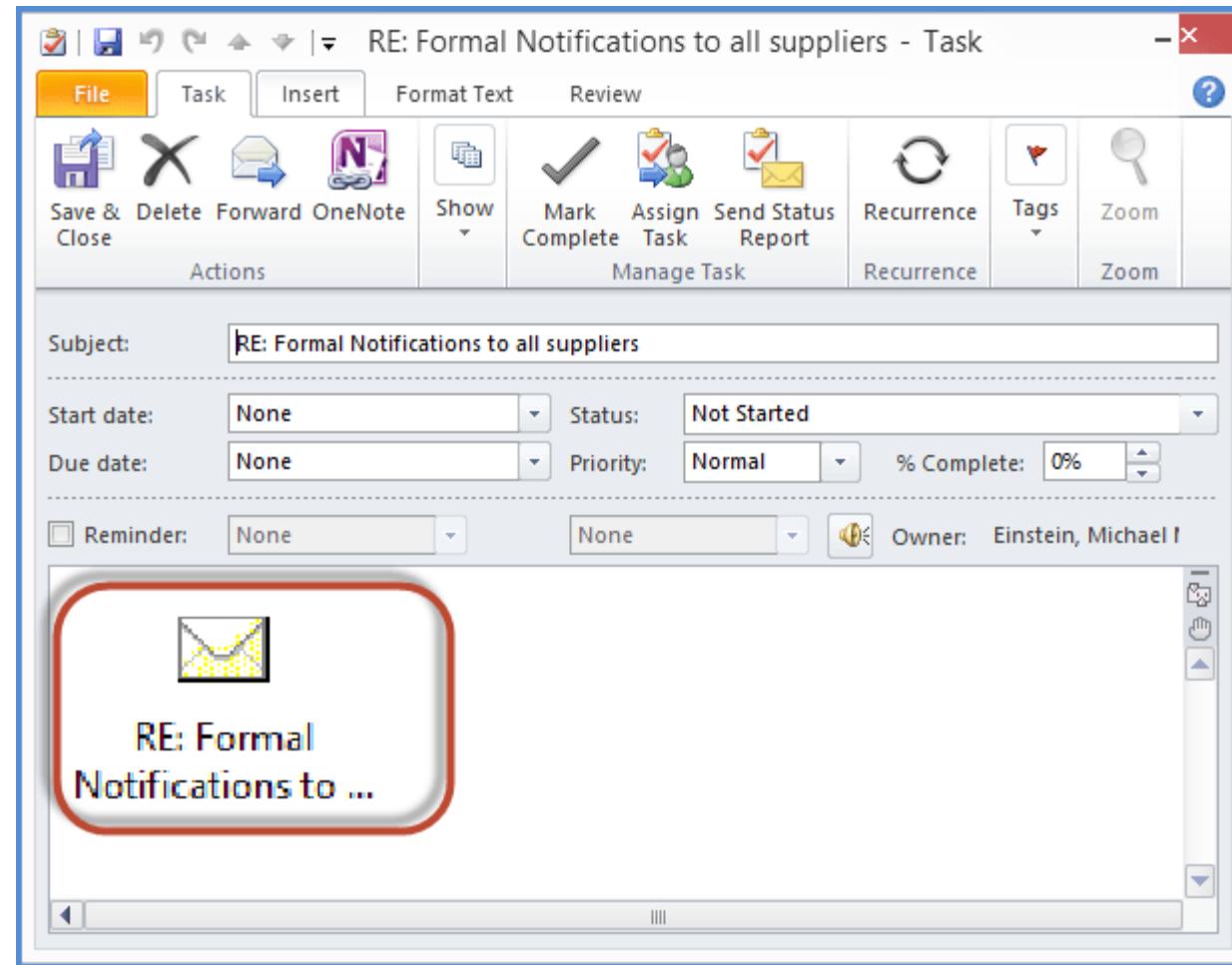
## Step 6: Click Task, then Save & Close.



**Create a task  
from an email**

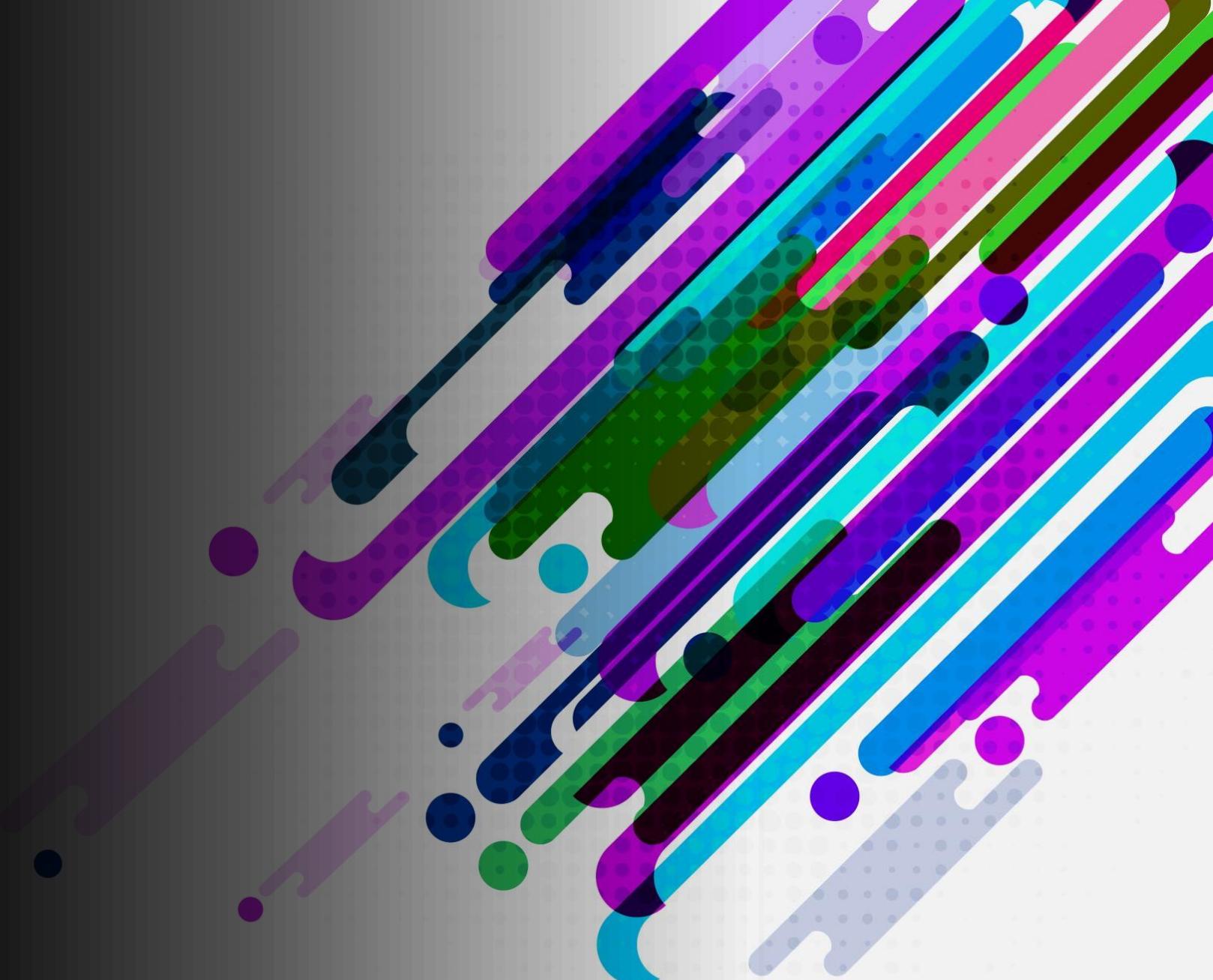






Are you using  
prioritizing and  
categorizing to manage  
your work ?

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# Q&A