Email Etiquette

EMAIL COMPONENT	(–) LESS EFFECTIVE	(+) MORE EFFECTIVE
To	*Include/Exclude the wrong people* *Include too many people* - Not clarifying who the primary receiver is	*Address to one primary recipient*
Cc	*Include/Exclude the wrong people* *Include others too often* - Important emails don't stand out	*Include only those directly involved*
Bcc	*Include people who should not be responding to the entire group*	*Use for large group emails* *Use to protect privacy/confidentiality of group* *Include Supervisor as needed* - Showing a task was done or contact was made
From	*Use Personal Email for Work* - Using personal email address for work related communication	*Use Work Email for Work* - Using work email that has name and organization in the address line
Subject	*Ambiguous & Unspecific* - "Question," "Jason Smith," "Update," *ALL CAPS or all lower case*	*Relates to message content* *Clear & Concise* - "Quick question about overtime," "Suggestion for presentation," "Update on Jason's leave request"
Salutation	*No Salutation* *Too Informal* - "All," "Hey There" "To whom it may concern,"	*Pleasant & Specific* - "Hi Susan," "Good Afternoon," "Greetings,"
Spelling Grammar Punctuation	*Emoji's, Slang, Jargon (Texting)* *Abbreviations/Acronyms* *Distracting Punctuation* - Using exclamation points too much!!!	*Correct Spelling* *Correct Grammar*
Content	*Too Long/Wordy/Jumbled* *Negative/Sarcastic Tone* *Too Much Humor*	*Short and to the point* *Positive/Friendly Tone* - Easy to understand *Introduction if to Stranger* - "This is Joe from AUHSD"
Font Type	*Too Big or Small* *Too Distracting* - Bright color, unusual font style	*10-12 point font size* *Times New Roman, Arial (simple print)* *Black color*
Sign-off	*No Sign-off* *Unnatural & Random* - "Cordially," "Respectfully," "Sincerely,"	*Pleasant & Respectful* - "Best regards," "Thank you," "Talk soon,"
Signature	*No Signature* *Incomplete Signature*	*Full Name* *Position Title* *Location/Site/Department* *Organization (AUHSD)* *Phone number*
Attachments	*File name does not indicate contents*	*Provide warning of large file (>2MB)* *No more than 2 attachments*
Reply	*No Reply* *Late Reply* - More than 24 hours	*Reply to all emails* even if not intended recipient - Clarify that received - Clarify if not the intended receiver - Redirect to right person
Reply All	*Include others who don't need your response*	*When others need to see your response*
Out-of-Office Autoreply	*No Out-of-Office/Autoreply when out > 1 day* *Fail to inform backup support*	*Include anticipated length of absence* *Include another person to contact for support*
Forward	*Send without context or explanation* - "See below," "FYI" *Send without original sender permission*	*Provide quick summary of content* - "Per our discussion regarding the budget." *Use caution when sensitive info*

ADDITIONAL SUGGESTIONS & TIPS

- Only discuss matters that could be made public
- Make it clear if a response or answer is needed
- Keep it short and get to the point (one topic per email)
- Add email addresses last in case you accidentally press "send"
- Read your message out loud to check tone and clarity
- Proofread for spelling, grammar, and punctuation
- Provide warning when sending large attachments
- Don't overuse "high priority" button
- Clarify if the message is confidential
- Pick up the phone when info. is complicated or devastating
- Don't use background images or "stationary"
- Don't email angry (wait until you're calm/composed)