Basic Email Etiquette

Keep It Short and Sweet
Be clear in your thinking, use one of the three models of *Writing to Get Things Done*, and finesse with tone.

Use Typography to Improve Readability
You've learned how to use bullet points, white space, and headings — now make sure you use them!

But avoid using colored type, freaky styles and sizes, colored backgrounds, and unnecessary logos and graphics. These just distract the reader.

Write in the Style of Educated Professionals
- Follow the Standard American English rules for grammar, sentence structure, punctuation, word usage, spelling, and capitalization (avoid using all caps).
- Avoid the use of smileys. ☺
- Avoid text-messaging language: BTW, IMHO, J/K, BAK, LOL, MTFBWY, etc.

Do a Final Revise
- Include a friendly salutation or greeting. Check that you have the proper tone.
- Proofread each email carefully, even after doing a spelling and grammar check.
- Write a forecasting subject line that describes the topic of your email.

Forward with Care
- Consider confidentiality before you forward, and use the "Reply to All" function with extreme care.
- Ask permission before forwarding someone's private email on to others.
- Respect the privacy of the messages you receive.
- Consider attaching only the last email in a chain of emails and deleting prior emails.

Be Sure Before You Hit SEND
Try not to take people to task via email. Conflict is often better addressed face to face or over the phone. Be aware that every email you send at work becomes a written record of your performance. Don't write emails when you are angry, and don't write anything you wouldn't want to see under your byline on the front page of the *New York Times*.

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