



## Before you hit send...

For many people, email has become the primary communication tool in the office.

That being said, it is surprising how many people do not follow some basic rules or “e-etiquette” to ensure that this medium is presented as professionally as a letter, fax or phone call.

The following slides contain guidelines to help you use email more professionally, as well as more effectively.

Recent Graduate Reunion - Message (HTML)

File Edit View Insert Format Tools Actions Help

Send Attach as Adobe PDF Options... 10

To...  
Cc...  
Bcc...  
Subject: Recent Graduate Reunion

Kai,

Please let me know by 5:00 today whether or not the following people will be attending the University of Michigan recent graduate reunion events for Friday - Saturday.

Lloyd & Laurie Carr  
Albert & Alberta Gator  
Joe & Sue Paterno

The facility is curious how to add them.

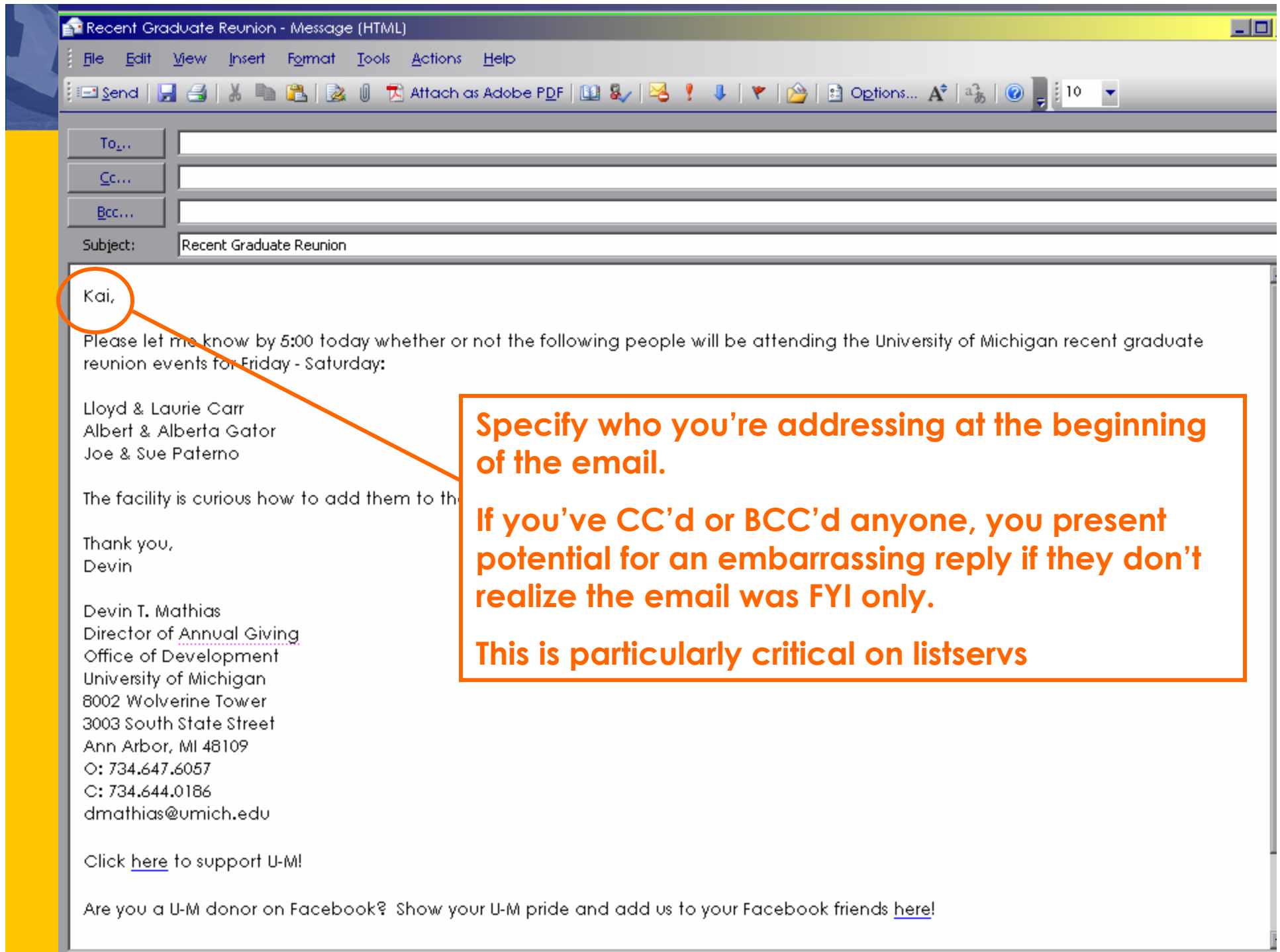
Thank you,  
Devin

Devin T. Mathias  
Director of [Annual Giving](#)  
Office of Development  
University of Michigan  
8002 Wolverine Tower  
3003 South State Street  
Ann Arbor, MI 48109  
O: 734.647.6057  
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dmathias@umich.edu

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**The subject matters. That's why it's there.**  
**Email is naturally front-loaded communication.**  
**Put your specific topic in the subject.**  
**Do not leave the subject blank or use subjects such as:**  
**"Hey" or "Today"**



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**Specify who you're addressing at the beginning of the email.**

**If you've CC'd or BCC'd anyone, you present potential for an embarrassing reply if they don't realize the email was FYI only.**

**This is particularly critical on listservs**

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**If you are requesting something of this person, make this request, as well as any deadlines, known immediately.**

**Burying this later in the email will make it less likely for you to receive the response you desire.**

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**Save any explanation or supporting material for after the action statement.**

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**Let the email wrap the sentences as if you were using Microsoft Word – your email can appear choppy or inaccurate otherwise.**

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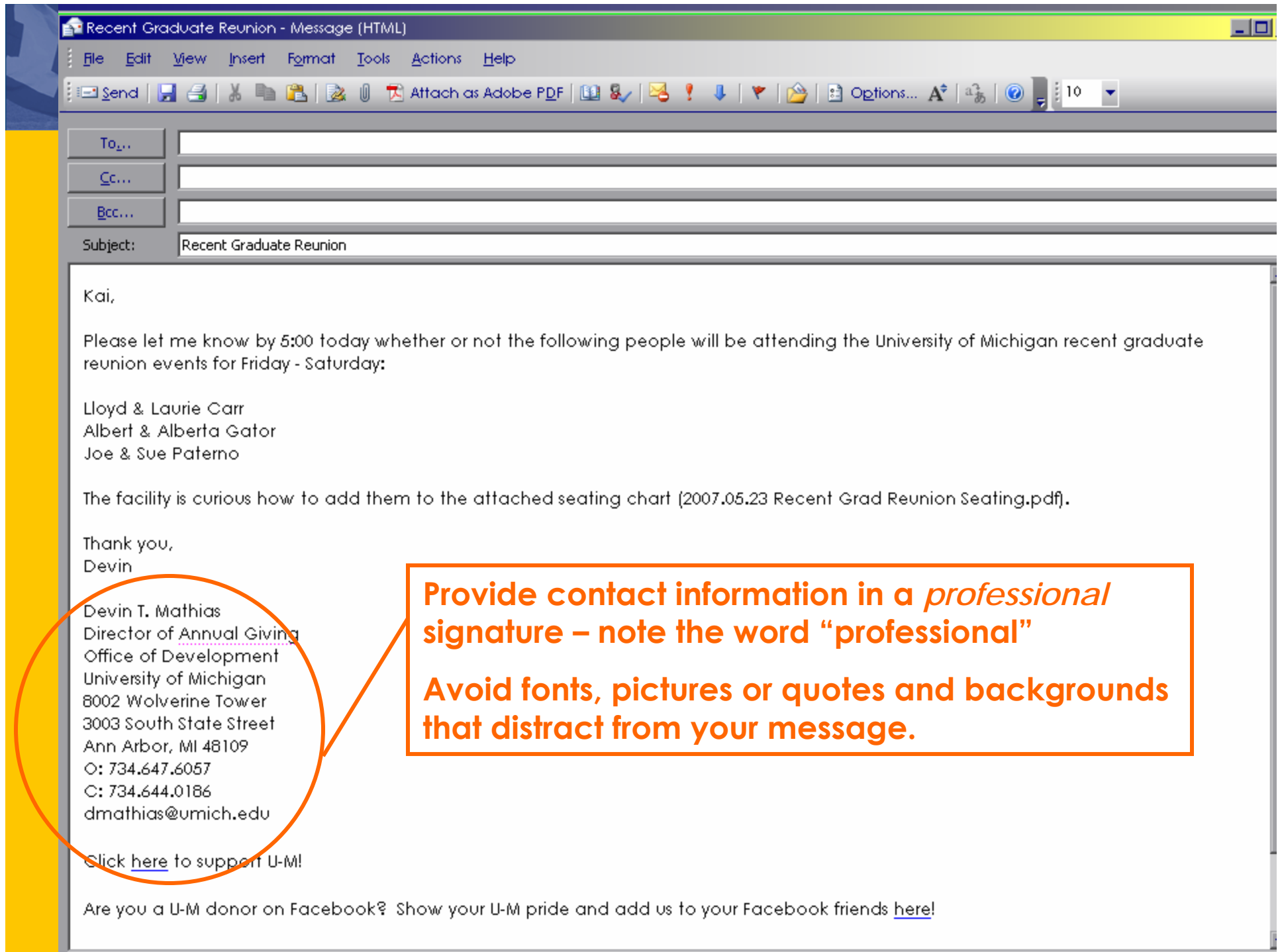
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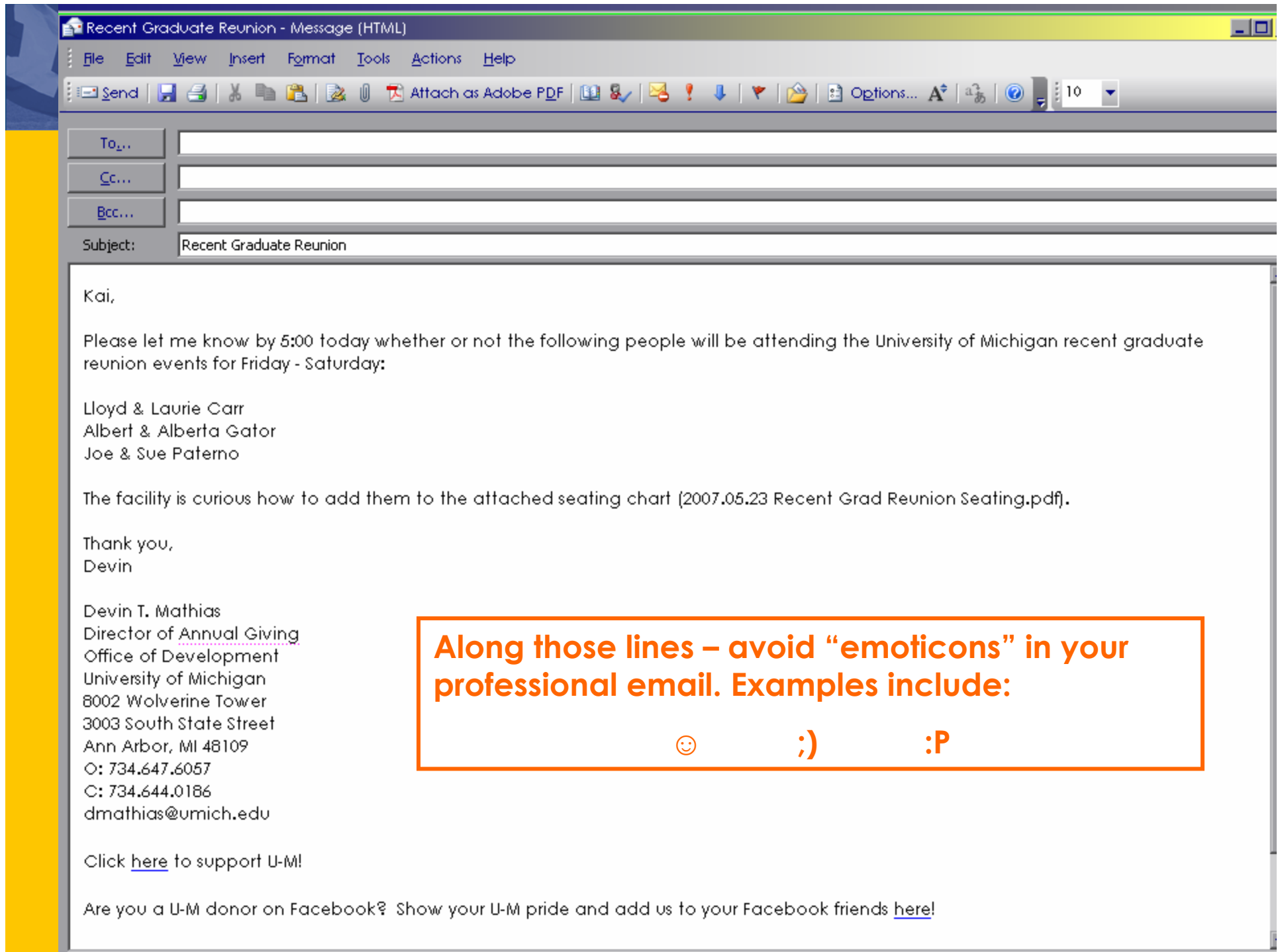
**Sign-off as you would a letter.**  
**This lets the recipient(s) know you have sent a complete thought.**

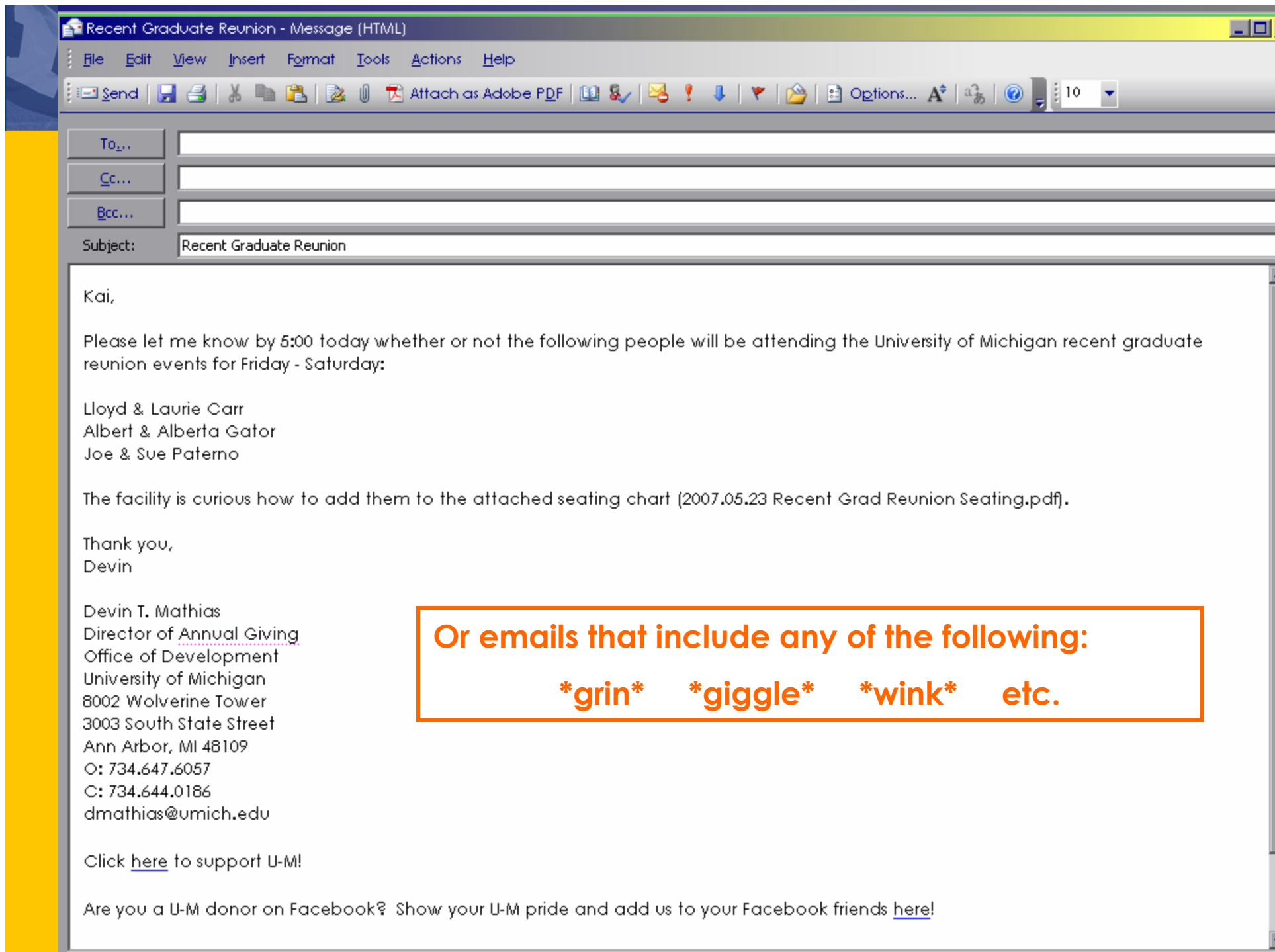


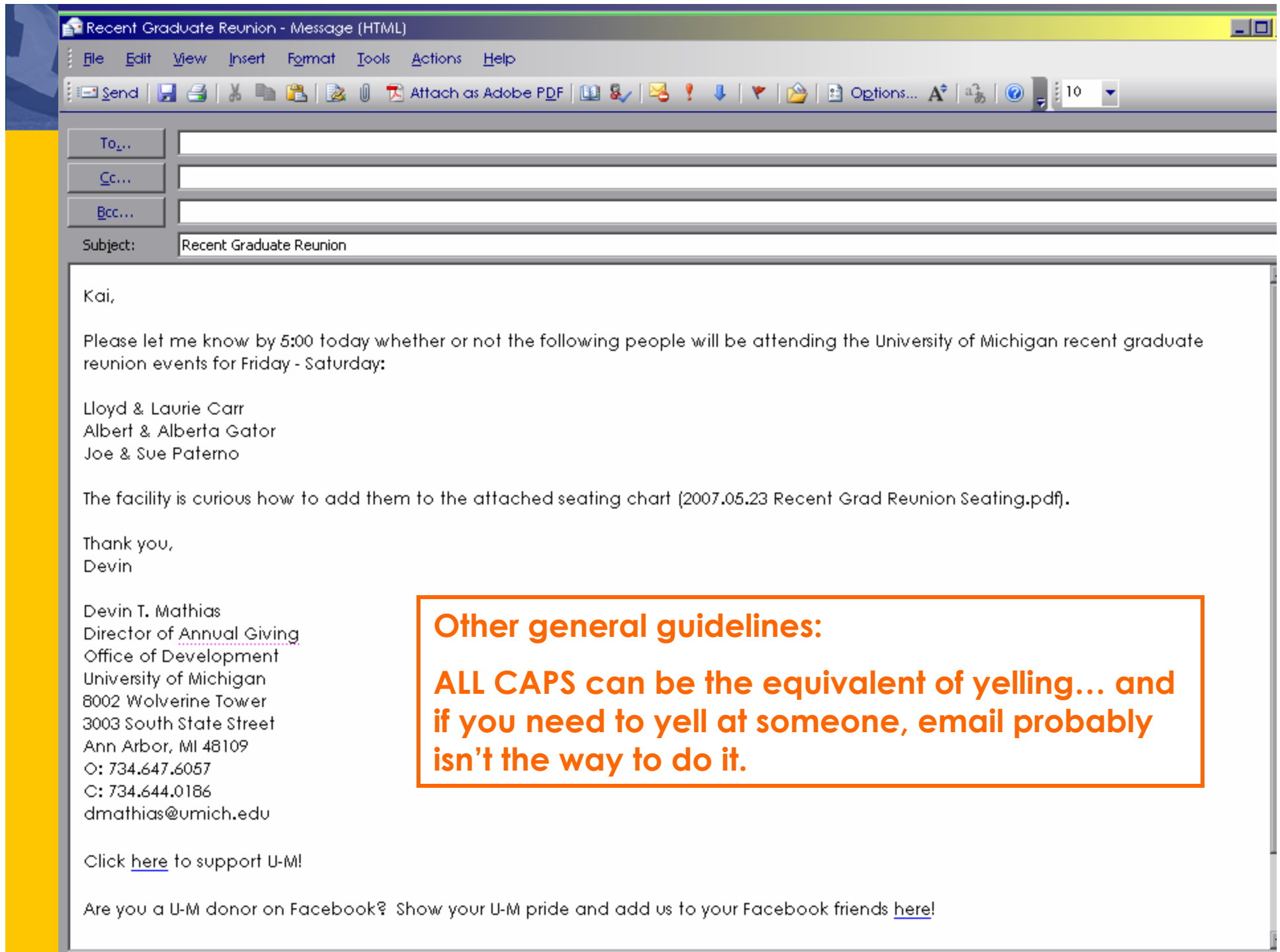
Provide contact information in a *professional* signature – note the word “professional”

Avoid fonts, pictures or quotes and backgrounds that distract from your message.









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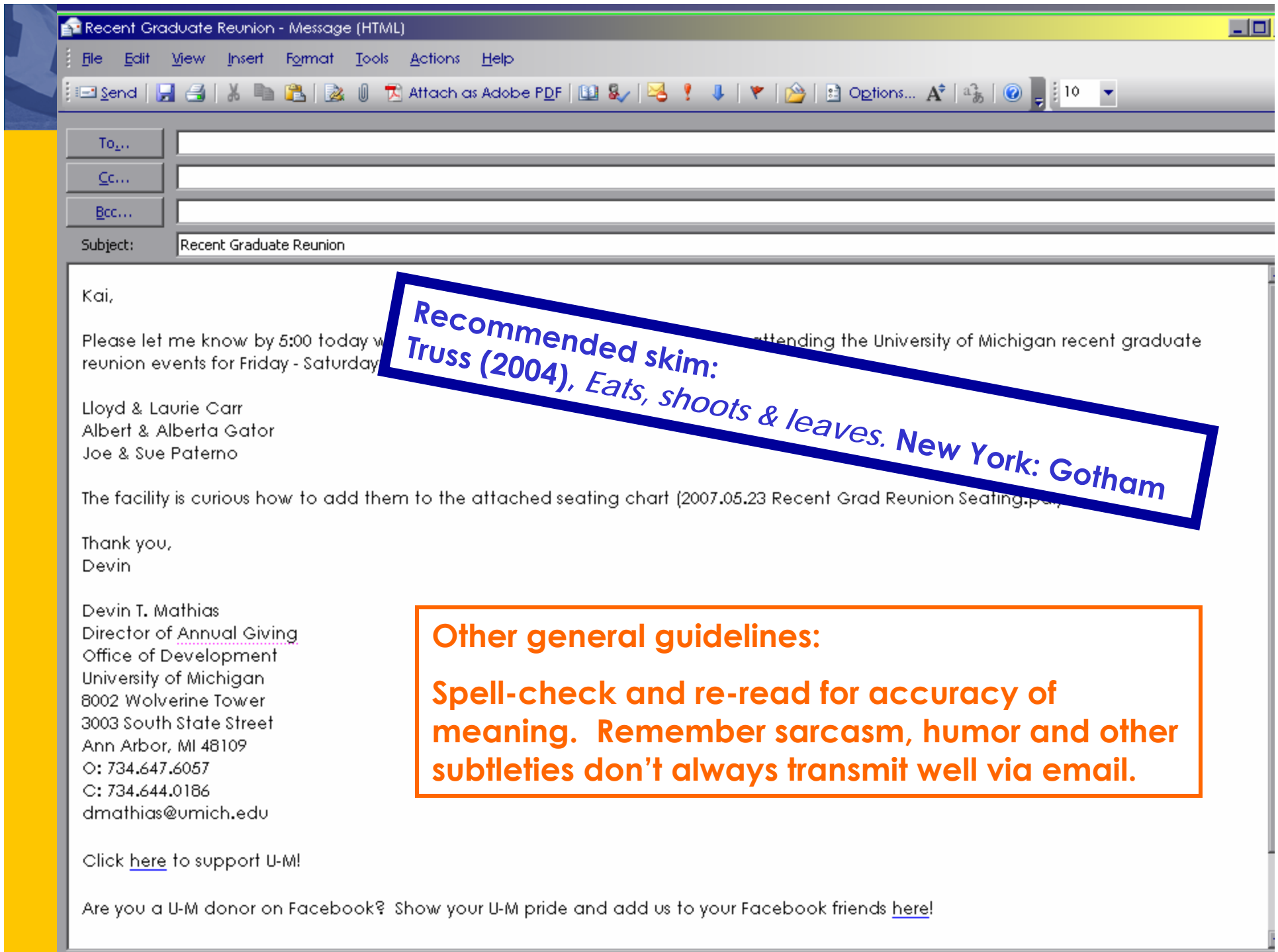
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**Other general guidelines:**  
**Capitalize names and words as you would have in your freshman-level English class.**  
**You appear lazy if you don't do so and it can be seen as a lack of respect for the recipients.**



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**Recommended skim:  
Truss (2004), Eats, shoots & leaves. New York: Gotham**

**Other general guidelines:  
Spell-check and re-read for accuracy of  
meaning. Remember sarcasm, humor and other  
subtleties don't always transmit well via email.**

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**Other general guidelines:  
Respect the reader's time – don't include unnecessary or unaware recipients.**

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**Other general guidelines:**  
**If you have attachments, make note of them in the email body and give them professional, easily identifiable names.**



## Before you hit send...

By following these simple rules, you'll find yourself receiving more timely response to your requests. You'll also avoid sending potentially unprofessional (and annoying!) emails.

If you only remember one thing from this... it should be to respect the reader's time.