Email Etiquette:

1) Who (and when) would you send a more formal, professional email?

2) What are some differences between a formal, professional email and a casual, informal email?

Time to take notes on FORMAL emails!

Rule #1: Pay Attention to the Subject Line

- The subject line is the most important part of your email

- Helps determine if it is spam or not

- Vague subject lines also make email hard to find later

Rule #2: Consider Your Greeting

- Start with a salutation (greeting) that is appropriate
  - "Hey" or "Hi" or even "Dear" can be too casual or familiar
  - Instead, you can use "Hello" or "To"

- When possible, use the person's name (usually a simple Google search/website investigation)

- Is it appropriate to use Mr., Ms., Dr., Professor? Be overly formal to start, then tone it down after (ex: "Please call me _____")

Rule #3: Stay Formal

- Similar rules with formal writing apply here!

- No slang, abbreviations, emojis

- ALL CAPITALS = yelling at the reader

- Try to stay on one topic per email if possible. You can use bullet points or a list!

- Clear, concise, and easy-to-follow emails are best

Rule #4: Attachments

- If you are attaching a document, include the words: please see attached

- Describe what you have attached (ex: resume, photo of a shark)

- Name the attachment appropriately (ex: 2024 budget, grocery list)

- Make sure you actually attach the file!

Rule #5: Closing/Sign-Off

- Stay formal here as well, keep a more professional tone

- Consider wishing the person well, thanking them for their time, or promoting a follow-up
  - "Thank you for your time"
  - "Have a great day"
  - "Looking forward to talking soon"

- Sign your name at the bottom (just like a letter)

Rule #6: Proofread + Check Recipient!

- Before sending your email, double check for spelling, grammar, and correctness

- Ensure your attachment is, in fact, attached

- Is the email address to the correct person

- Do you need to CC anyone else on the email?

Our "Email Test": What I'm Looking For

1) Correct use of the subject line (on-topic, clear, does not look like spam)
2) Formal greeting (ex: Hello Ms. Ward,)
3) Picture is attached correctly (and you have included "please see attached")
4) Formal sign-off (ex: Thank you for your time) with your name underneath (signature line)
5) Proofread for grammar, capitals, punctuation, and spelling