

**The Catholic Women's League of Canada
Alberta Mackenzie Provincial Council**

COMMUNICATIONS

May, 2017 Email Etiquette



Inspired by the Spirit, Women Respond to God's Call

TO: Diocesan Chairpersons of Communications
CC: Provincial Executive (for information)
CC: National Chairperson of Communications (for information)
CC: Webmaster (for information)
FROM: Annette deBoer, ABMK Provincial Chairperson of Communications

Tips for Perfecting Your E-mail Etiquette

(Adapted from www.inc.com/guides/2010/06/email-etiquette.html)

In the age of the Internet, you might find yourself clicking "reply," typing up a quick response, and hitting "send" without giving so much as a thought about what you've just written. But experts agree that your e-mail behavior has the potential to sabotage your reputation both personally and professionally.

Experts give the following tips on how to perfect your e-mail etiquette:

1. **Be careful with confidential information** – this one should be # 1 on any list. Be careful with your own confidential information and even more cautious when sharing someone else's details. Share only when absolutely necessary, and only with permission.
2. **Maintain privacy.** If you're sending a message to a group of people and you need to protect the privacy of your list, you should always use "Bcc." Additionally, avoid giving out e-mail addresses to a third party. Make sure that addresses you willingly hand over to third parties stay with them.
3. **Use your email contacts appropriately** – don't use your CWL email contact list to send out non-CWL emails; the use of "cwl" in the subject line or email address could lead the recipient to believe that the content is CWL approved, which may not be the case.
4. **Only discuss public matters** – ask yourself, is the topic being discussed something you'd write on company letterhead or post on a bulletin board for all to see? We have all heard stories of a "private" email that soon became public.
5. **Briefly introduce yourself** when corresponding with someone when you are uncertain if they will recognize your name and/or email address. Include a simple reminder of who you are in relation to the person you are emailing – for example, "I am the Alberta Mackenzie Provincial CWL Communications chairperson"
6. **Don't "email angry"**. Expressing anger, disparaging someone in an email is a no-no. Email lasts forever – don't let your words of record be unkind.
7. **Use exclamation points sparingly** when writing a business email.
8. **Respond to emails in a timely manner** – 24 to 48 hours is generally acceptable unless the sender requests a quicker response. You can use your discretion on the urgency and reply accordingly.
9. **In formal correspondence through email**, using emoticons, jargon or slang is not acceptable. Save them for chatting with friends.

10. **Keep it clean** – both in language and in appearance. Delete clarets (>>>) that appear when people forward and forward again. Delete the pages of email addresses that appear when you do not use the “bcc” feature.
11. **Make your “Subject” line count** – with a clear, simple description of what your email is about. It is much less likely to get lost in the inbox. Avoid all caps, all lower case, and URLs in your subject. They tend to look like Spam to the recipient.
12. **Ask before sending large attachments** – large attachments can clog a recipient’s inbox and cause issues on the receiving end. Always ask before sending large or multiple attachments. **Give attachments a logical name** that identifies the subject and sender if possible.
13. **Send or copy others only on a “need to know” basis.** Before you “Reply All” or add names to the “Cc” or Bcc” lines, consider if all the recipients need the information. However, on the other hand – if they need to know or would benefit from knowing, include them.
14. **Keep it short and get to the point.** Write concisely, with lots of white space, so as to not overwhelm the recipient. Make sure when you look at what you’re sending it doesn’t look like a burden to read - feel free to use bullet points. The person reading your e-mail should not have to dig through several paragraphs in order to figure out what you’re asking. You should state the purpose of the e-mail within the first two sentences. Be clear, and be up front.
15. **Know your audience.** Your e-mail greeting and sign-off should be consistent with the level of respect and formality of the person you’re communicating with. Also, write for the person who will be reading it - if they tend to be very polite and formal, write in that language. The same goes for a receiver who tends to be more informal and relaxed.
16. **Always include a signature.** You never want someone to have to look up how to get in touch with you. If you’re social media savvy, include all of your social media information in your signature as well. Your e-mail signature is a great way to let people know more about you, especially when your e-mail address is does not include your full name or company
17. **Your e-mail is a reflection of you.** Every e-mail you send adds to, or detracts from your reputation. If your e-mail is scattered, disorganized, and filled with mistakes, the recipient will be inclined to think of you as scattered, careless, and disorganized. Other people’s opinions matter and in the professional world, their perception of you will be critical to your success.