EMAIL NETIQUETTE

DESIRED OUTCOMES FROM USING THIS GUIDE:

Reduce email processing time	Improve control over quantity and quality of email received
Strengthen customer service	Consistency: Increase sharing of best practices
Send fewer emails	Improve quality of email sent

STEP 1

ASK: IS EMAIL THE RIGHT MEDIUM FOR THIS MESSAGE?

REVIEW CHECKLIST BEFORE SENDING EMAIL
- ✔ Why am I writing this email?
- ✔ Who is my audience and what is their point of view?
- ✔ What is the main point?
- ✔ What kind of information should I include?
- ✔ What is the best way to organize the information?

THREE TYPES OF BUSINESS EMAIL:
- Providing information – *Susan Smith will be in the office at 10:00 AM*
- Requesting information – *"Where did you put Susan's file?"*
- Requesting action – *"Will you call Susan's assistant to confirm our meeting on Monday?*

DELIVERING BAD NEWS: DON'T DO IT IN EMAIL!
- Instead, pick up the phone and have a conversation, or
- Schedule a meeting to discuss in person

STEP 2

COMPOSING A GOOD EMAIL MESSAGE

To: Person(s) who are to act on your message

cc: Means 'courtesy copy'. Person(s) who are included in the 'cc' line are being sent the message for their information only – no action is required

Complete Signature Lines: Include name, work title, phone, fax, office location and mailing information in your signature lines so people know at a glance where and how to contact you

Caution: Use of personal quotes or graphics may be offensive to some, use sparingly or not at all

SUBJECT LINE:

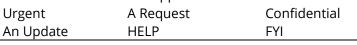Should be descriptive and concise, revealing the high points or summarizing the message:
- *Lunch rescheduled to Monday @ 1pm*
- *Reminder: Friday is casual day*
- *Thanks for the new schedule; it looks great!*

Note urgency or timeliness of response needed

When replying or forwarding, ensure that the subject still accurately reflects the content of your message. If not, change it.

Clearly articulate purpose or action request (if appropriate). Examples:

For Action	For Approval	For Comment
Urgent	A Request	Confidential
An Update	HELP	FYI

STEP 2 (continued)	SUCCINCT SUBJECT LINES: (EOM) When possible, send a message that is only a subject line. If your subject line is the whole message, add EOM (end of message) at the end--e.g. *Cake in conference room at 10:30 today* ***(EOM).*** BODY OF MESSAGE: • Restrict yourself to a single topic per email message • **Be succinct**: Summarize topic at front of email • Put any request near top of message and clearly state when you will need it • Keep sentences short and their structure simple • Subheadings (if necessary) • Number your questions/requests • When sending to multiple people, identify what each person needs to respond to • DON'T USE CAPITAL LETTERS: This equates to shouting in email RESPONDING TO EMAIL • Reduce "reply all." Limit replies to only those who need a response • Reduce "thank you" only replies • Reply as soon as possible; no more than 24-hour response • Adjust subject line if needed to match message if the topic has shifted from the original email • Use departmental Frequently Asked Questions (FAQ) responses when appropriate. • When email is not working or you see multiple emails on the same topic with no resolution, pick up the phone or ask for a meeting
STEP 3	COPYING OTHERS / FORWARDING MESSAGES • "cc" means courtesy copy, or FYI only; no action required • "bcc" should be used sparingly if at all. Keep communications transparent. • Be cautious about adding others to a forwarded email if originator did not include them • Ask permission of sender before forwarding a message to another individual or group • Generally speaking, do not change wording of original message when forwarding email
STEP 4	BEFORE YOU SEND • Check tone • Use spell-check before you send a message • Make sure subject line matches content of your message • Re-read your message before sending
STEP 5	AWAY FROM UW? • Consistently use vacation or away messages for one or more days away • Make arrangements for your email to be redirected / forwarded to another email account, or use the Web Mail Auto reply facility to notify senders when you will be away • When you return, disable the auto reply via Web Mail so that senders no longer receive your "away" message or set it up to automatically disable on a date you choose when you set up your vacation message