



Email Etiquette

As you communicate business online, you must realize the importance of email etiquette. When you press that send button, there's no turning back. Here are some helpful hints on email etiquette:

Recipients and Subject Line

- Know your audience. Make sure that the person(s) or list of people you are sending your message to is the appropriate one(s) you wish to communicate with.
- **Reply** or **Reply All**: Use *Reply* to respond to only the person who sent the email. Use *Reply All* to return email to the person who sent the original email and all CC'd recipients. Use *Reply* to send personal messages of congratulations to individuals.
- **CC** means **Carbon Copy**. Use this to send the same email to multiple people with all email addresses seen. *Reply All* emails will include who sent email and all CC email addresses.
- **BCC** stands for **Blind Carbon Copy**. Use when you do not want BCC email address to be seen or to receive return emails. *Reply All* emails will not include BCC email addresses.
- To organize emails and minimize missed information use the following terms to introduce your subject in the subject line: **Action Required** (need to do something), **Time Sensitive** (deadlines, events), **Urgent** (need to see this now), **FYI** (updates but no action necessary, read when you have time, articles to save)

General Email Guidelines

- Reply promptly to emails. Consider whether acknowledgement of email is expected.
- Keep messages to one meaningful subject as extra topics may be missed.
- Succinctly state your purpose and then give details or requests for action.
- Use correct spelling, grammar and punctuation in all emails (spell and grammar check). Use tone checkers as needed: <https://www.ibm.com/watson/services/tone-analyzer/> or <https://tone-analyzer-demo.ng.bluemix.net/>
- Avoid using all uppercase text as it denotes yelling.
- When responding to a message, include part of the original message, or make sure you refer to the original message's contents for clarification.
- Remember, email is NOT confidential-it is similar to posting your message on a bulletin board.
- Your emails represent the CON; keep them professional and courteous.
- Engaging in illegal activities, using CON email for personal financial gain or non-CON business, and sending out chain letters are prohibited.
- A "Signature" is a small block of text appended to the end of your message; it contains your contact information. You can work with LHTI to develop one for CON use if desired.
- Consider calling or meeting in person when delivering difficult or sensitive information. If a record is needed, you can follow up afterwards with an email recapping the encounter.