Report Writing

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Email
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EMAIL ETIQUETTE
THE DO'S & DON'TS

Lecture 2

TCM

WWW.THECONFUSEDMILLENNIAL.COM

Why is it Important?

- Email has become very **prevalent** in most people's lives and many use it to **cheaply** and **quickly** communicate.

- Most people are **accustomed** to using email.

- Yet people still are **not very knowledgeable** when it comes to **understanding how email functions.**

- In a **business** environment, people receive about **100 emails** daily, these should be <u>**kept clear and precise**</u>.

"Wow! I've got one from someone I know!"

Know Your Purpose

- Clear emails always have a **clear purpose.**
- Think "**Why am I sending this? What do I need from the recipient?**"
  - If you can't answer these questions, then you shouldn't be sending an email.
- Also ask **"Is this email really necessary?"**

Use the **"One Thing"** Rule

- Emails are **not the same as business meetings.**
  - You **CAN NOT have multiple items** on your "Agenda".
  - Make each email you send **about one thing only or send multiple emails.**
  - The **less** you include in your emails, **the better.**

Practice Empathy

- Think about your words **from the readers point of view.**
- Most people:
  - Are busy.
  - Appreciate a complement.
  - Like to be thanked.
- Consider time differences while sending your email overseas.

  Type to others how you like them to type to you.

Practice Empathy

Hope this mail finds you well

Email Structure

Structure of an email

From Samuel Allison <samuel.allison@xyz-inc.com>

To Karen Jones <karen.jones@lmno-inc.com>

Subject Marks report

Salutation

Dear Karen:

Message Content

Have you completed a revision of the Marks report, and if so, may I have a copy of it? I would like to take it to my meeting with Rachel tomorrow.

I will be in my office until noon if you have any questions.

Closing

Regards,
Sam

Signature File

--
Samuel Allison
Director, Marketing
XYZ, Inc.
123 Anywhere Street
New York, NY 10024
Tel: (212) 555-1234
Fax: (212) 555-3456
samuel.allison@xyz-inc.com
www.xyz-inc.com

Body

To and From Fields

Your Email

❌ FlyingEagle@yahoo.com

✅ sallysaad@cis.asu.edu.eg

Subject

- Always include a **brief** Subject.
- ***"No subject" can get your email flagged as spam.***
- Case:
  - **Capitalize** each letter except minor words.

    or,
  - **Capitalize** first letter and proper names only.
- Modify the **Subject field** to more accurately **reflect a conversation's direction.**

Subject

- Should be **brief** but **descriptive**.

❌ Technology Report

❌ Report on Technology Expenses for the Second Quarter of 2007

✔️ Technology Expenses Report Q2 2007

Good or Bad Subject?

- **Subject:** Hi. ❌

- **Subject:** Purchase of new printer approved ✔️

- **Subject:** 5 Ideas for Joanna's birthday present ✔️

- **Subject:** Team Meeting ❌

Team Meeting → Meeting for what?

Email Body
"Message Content"

Salutation

- Make sure your e-mail includes a proper *greeting*.

- Helps to make your e-mail **not** *seem* **demanding** *or rushed.*

- Make sure that you **spelled** *the name of your* **recipients** *correctly.*

Salutation for Single Recipient

Salutation	Comments
To Whom It May Concern **Dear Sir or Madam**	You do not know the name or the position of the person.
Dear Mr. Smith	Formal, a person you do not know well.
Dear James	Colleagues and co-workers.
James,	Fine in many contexts, but could be considered rushed.
Hello James,	Acceptable if you know the person well.
Hi James,	Casual. **Unacceptable** in a business setting.

To whom it may concern: potential vendors services, email complaint…..

Dear Mr. Smith: for example, Prospective client. You may want to use it when sending an email to a quite senior to you.

Salutation for Multiple Recipients

Salutation	Comments
- Good Morning **- Good Afternoon**	Can be used for multiple recipients.
- Dear Sirs **- Dear Gentlemen**	Acceptable if all the recipients are males.
Dear Colleagues	Respectful and friendly. But don't include for people who are your seniors.
Dear Tim and Jane	No more than two recipients. Friendly.
- Dears **- Deal all**	Generally accepted in a work environment.
- Hello **- Hi**	Both unprofessional but "Hi" is more so.

Content

- **Identify yourself** (*for those who don't know*) and state briefly your intentions.

- Include **all relevant details** or information necessary to understand **your request** or point of view.

- **Be Specific: Generalities** can many times **cause confusion** and unnecessary back and forth emails.

Content (cont.)

- Keep emails **brief** (one screen length) and **to the point**. Save long conversations for the telephone.

- **Review** each email before clicking "Send" to ensure your message is clear and you are relaying the tone that you desire.

Tone

- **Read** your email **out loud** to ensure the tone is that which you desire.
- Try to **avoid relying on formatting for emphasis;** rather choose the words that reflect your meaning instead.
- **If your email is emotionally charged, walk away from the computer and wait to reply.**
  - Review the Sender's email content again so that you are sure you are not reading anything into the email that simply isn't there.

Emotionally charged ➔ nervous

Formality

- Address your contact with the appropriate level of formality.
- Formality is in place as good manners and reflects respect.
- Assume the highest level of formality with new email contacts until the relationship dictates otherwise.
- Refrain from getting too informal too soon in your email communications.

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Language

- Spell check - emails with **typos** are simply not taken as seriously.
- Are you using proper **sentence structure**?
  - First word capitalized.
  - Appropriate punctuation?
- Type in **complete sentences**.
- **NO Slang Language!!!!!**

Formatting

- DO NOT TYPE ALL IN CAPITAL LETTERS.
  - →That's yelling or reflects shouting emphasis.

Formatting – DONTs

- typing in **all lower** case is **unprofessional**.
- Do not use **patterned backgrounds**. Makes your email harder to read.
- Stay away from **fancy fonts**.
- Refrain from using **multiple font colors** in one email.
- Use emoticons/emojis carefully to ensure your tone and intent are clear. → Better Not use them at all ☺

Good Manners

- Multiple instances of **!!!** or **???** are perceived as rude.
- A few additions of the words "**please**", **"kindly"** and "**thank you**" go a long way.

Closing

Closing	Comments
Sincerely,	Polite and professional but may come across as excessively formal. Don't use with people you already know.
Regards,	Safe and acceptable in all situations.
Thank you,	When you need to show appreciation.
Thanks,	Similar to above but more casual.
[None]	For people you have a good relation with, closing with only your name is acceptable.

Signatures

- Use **a font consistent** with the font you use for the email text.
- Include your **business title and department**.
- Consider adding your **company's web site**.
- **Don't add cell phone** number unless:
  - You **check** your **messages frequently**.
  - You are prepared to **answer** your **cell phone professionally**.

Examples

Criticize the following email examples
(State what is good and what is bad)

Criticize

Criticize the following received mail, List the Good and Bad Points:

From: John.hanks@fcis.asu.edu.eg

To: sallysaad@cis.asu.edu.eg

Subject: INTRO-101 Course

Im sending you a message

Bad:
1. **Too brief**
2. **Missing punctuation**
3. **No signature is included**

Good :
1. **Subject**
2. **email address**

Criticize

From: xyz@cis.asu.edu.eg

To:sallysaad@cis.asu.edu.eg,
ali@cis.asu.edu.eg

Subject: Assignment #1 Question #1

Mission Complete

- Sender not clear
- Why is Ali included when Dr. Sally is the intended recipient
- Strange message

Errors:
-Sender not clear
-Why is Dr. Ali included when Dr. Sally is the instructor
- strange message

Good points
- A good subject

Criticize

From: ahmedmohamed@cis.asu.edu.eg

To:sallysaad@cis.asu.edu.eg,

Subject: Dr.Sally I have a problem in my section timing, I want to attend in another section and my TA asked your permission

Thank you

- Subject title not content
- Introduce yourself
- Give more details about your problem: the reason, the section number/timing, the TA name..etc

Errors:
-Sender not clear
-Why is Dr. Ali included when Dr. Sally is the instructor
- strange message

Good points
- A good subject

Criticize

From: xyz@cis.asu.edu.eg

To: sallysaad@cis.asu.edu.eg

Subject: Homework

i was told to do this on the homework. I also wanted to ask if i can make up the homework to turn it in early because next thursday I will not be in town due to prior ar... be rescheduled. thanks

- Sender not clear
- Unclear subject
- No salutation
- Errors in capitalization in the body

Errors:
-Sender not clear
-Errors in capitalization in the body
- unclear subject

Good points
- Asking a professor before skipping class

Criticize

From: Ahmed Mohamed

To: sallysaad@cis.asu.edu.eg

Subject:

As a requirement for homework1 in report writing class I am sending you this email.

My name is Ahmed Mohamed

- No subject
- Introduce yourself first

Errors:
-No subject

Good points
-Clear name + using it in signature
- Good clear message

Best Approach

From: Ahmed Mohamed
To: sallysaad@cis.asu.edu.eg
Subject: Report Writing, homework 1

Dear Dr. Sally
I am Ahmed Mohamed, student in year 1 section 2.

Homework 1 for Report Writing required that students send their instructor an email using their university email address. The purpose of this email is to satisfy that requirement.

Best Regards
Ahmed Mohamed

Attachments

Including Attachments

- Be sure your **virus**, **adware** and **spyware** programs are up to date and include scanning of your emails and attachments both incoming and outgoing.

- It is better to **spread multiple attachments over several emails** rather than attaching them all to one email.

- Make sure the **other side has the same software** that opens the attached file as you before sending attachments.

- Revise **attached file(s) name(s)** before sending.
  - Be sure of having appropriate name that reflect the file content.

Spyware includes any data collection program that secretly gathers information about you and relays it to advertisers and other interested parties.

Adware usually displays banners or unwanted pop-up windows

Large Attachments

- **Never open an attachment from someone you don't know.**

- When sending **large attachments**, always **compress** them before sending.

- **Never send large attachments without notice!** Always ask what would be the best time to send them first.

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Never Ever

Send an attachment without body text
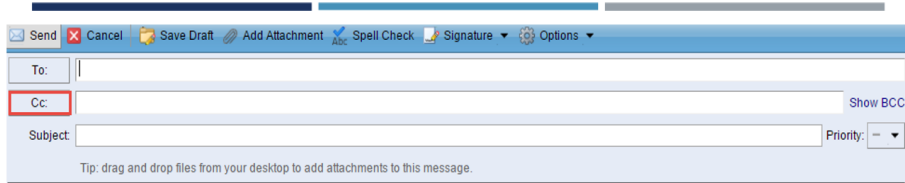
And....Never EVER do this ☹

Some Servers added a new Warning Feature ☺

Gmail

It seems like you have forgotten to attach a file.

You wrote "find attached" in your message, but there are no files attached. Send anyway?

OK   Cancel

CC: Carbon Copy
BCC: Blind Carbon Copy

To vs. CC

| Send | Cancel | Save Draft | Add Attachment | Spell Check | Signature ▼ | Options ▼ |

To:	
Cc:		Show BCC
Subject:		Priority: — ▼

Tip: drag and drop files from your desktop to add attachments to this message.

- **"To" field:** put in this field people who are required to **respond** or you need **actions** from.
- **"CC" field:** you do not require a response, you just want them to know (FYI).

***CC** stands for "Carbon Copy"

COPY

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FYI: For Your Info

Why Use CC?

- It keeps other people "**in the loop**" on certain issues (often used to **keep managers up to date on issues)**.
- It lets people know if they are **expected to take action**, or if they are **just being informed.**
- It allows you to make the
 receiver aware that other
 people know what is going on.
- **CC** recipient should be of **higher position/ seniority** than the original rec
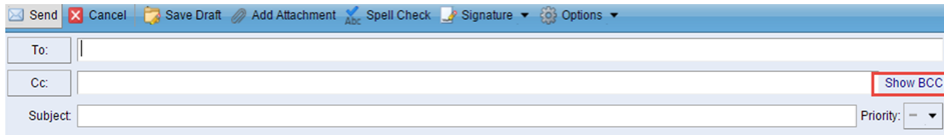 (The one in the "To field")

When do you use the cc option? When you want someone to have a copy of the email, but only for reference purposes. Or to put it more casually, to keep someone in the loop. For example, you manage a team, and you recently had a meeting. You send the meeting minutes to the team members who attended the meeting. You also want your supervisor to know that 1) you had a meeting and 2) you covered important topics and some decisions are made. Your supervisor isn't necessarily going to respond to the email and isn't directly involved in the meeting or projects. This is a good time to use a cc. When you cc someone on the email, everyone who gets the email can see who is cc-ed.

BCC

- Stands for **Blind Carbon Copy**.

Send	Cancel	Save Draft	Add Attachment	Spell Check	Signature ▾	Options ▾
To:						
Cc:						Show BCC
Subject:						Priority: — ▾

- Used when you want other people to receive the message, **but you don't want the other recipients to know they got it.**
- Used also when recipients do not know each other (emails are **private**).
- One good use of **Bcc** is when sending an e-mail to **hundreds of people**.

Guidelines

- **Overuse** of **CC** can cause your emails to be **ignored**.

- **Remove addresses from the To:, CC: and BCC:** field that don't need to see your **reply**.

- Think about your **motives** when adding addresses to **To:, CC:, BCC.**

- **Never expose your friend's or contact's email** address to strangers by listing them all in the **To: field**. **Use BCC: instead**

Read Receipt (RR)

- A **read receipt** is an email notification delivered when a recipient opens an email you send.

- **Do not use** the read receipt feature **on every email you send.**
  - Using RR excessively can be viewed as **intrusive**, annoying and **can be declined by the other side** anyway.

Intrusive = tatafol

When to use RR?

- Use the read receipt feature only for messages that are **critical** and t**ime sensitive** in nature.

- Business users turn on the read receipt feature when they send an **important or critical message to senior managers.**

- **Consider using a phone call instead**.

Replying & Forwarding
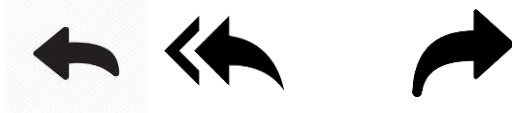
Guidelines for Reply

- Just because **someone doesn't ask for a response doesn't mean you ignore them.**

- Always **acknowledge emails from those you know** in a timely manner (48 hours).

- If you cannot respond to an email promptly, at the very least **email back confirming your receipt and when the sender can expect your response.**

Guidelines for Reply

- **Before getting upset** ☹ because you perceive someone didn't respond, check to see if their reply was **by mistake deleted or sent to your Trash or Junk folder.**

- Refrain from **using an old email and hitting reply to start a new subject.**

Emotional Emails

- Never **assume the intent of an email**. If you are not sure -- ask so as to **avoid unnecessary misunderstandings.**

- With **emotionally charged** emails, **wait** until the next morning to see if you feel the same **before clicking Send**.

The "Reply All" Feature

- Choosing **"Reply ALL"** feature lets your response be received by all the emails written in the **"To:"** and **"CC:"** fields.
  - What about the **"BCC:"** ?
- Some situations require that you **Reply to ALL** recipients (if you are discussing a matter that is concerning all the recipients or for letting them get involved or informed).
- Other Situations require that you **Reply to One/ some** of the recipients, if the issue does Not require others being informed or interfere.

Forwarding Guidelines

- **Don't forward emails that say to do so**--no matter how noble the cause may be.
  - e.g. *"If you do not send to 100 people in 2 hours you will get lost "* ☺
- **People have the right to ask you to stop forwarding emails to them**.
  - Check interests of people for the content that you are forwarding.

- Always accompany the email with a **personal comment.**

Forwarding Guidelines(cont.)

- Be careful when forwarding email on **political or controversial issues.**

- Revise the **correctness and effectiveness of the information** in the email that is being forwarded before clicking "fwd" ☺
  - Same for social media **shared posts**.
  - If you forward an email that turns out to be a **hoax**, have the **maturity to send an apology** follow up email to those you sent the misinformation to.

- Don't forward anything without editing out all the forwarding **>>>>**, other **email addresses, headers and commentary from all the other forwarders.**

Forwarding Guidelines (cont.)

- If you must **forward to more than one person**:
  - Put **your email address in the TO: field.**
  - Put **all the others** you are sending to in **the BCC:** field to protect their email address from being published to those they do not know.
- **Posting or forwarding of private email is copyright violation. Ask for permission.**
  - *What about screenshots ?*

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Instant Messaging (IM), Chatting and Texting Regulations

Guidelines

- Be aware of **when it is appropriate to use your smart phones.**

- Start by asking if the **person** is **available**.
  - If not ask when is the **appropriate time to contact again.**

- **Texting is meant for brief communication,** **formal information should be sent via email**.

Guidelines (cont.)

- Any thing that **can't be communicated briefly should be discussed on email or via phone.**

- If you are not a multi-tasker, **don't open multiple sessions and keep people hanging**.

- **If you can't reply immediately, respond and schedule another time.**

- Revise you words before sending them to your chat partner, specially when he is in a senior position.

Criticize

Criticize the following (Real-life scenario) IM conversation, List the Good and Bad Points:

Ahmed: Doctor I want to know why I did not get my assignment grades in the year work although I have solved them and gave them to the TA.

Sally: ask your TA

Ahmed: I don't find her

Sally: check her schedule

Ahmed: I don't find her in the lab

Sally: send her an email

Ahmed: I don't know her email address

Sally: Why you don't have a contact for your TA?! Here is her email :TA_xyz@cis.asu.edu.eg

Ahmed: But I do not find her on facebook.

Sally: SEND HER AN EMAIL NOT A FACEBOOK Message

Ahmed: Ok I did not get that ..thank you ❤️

Sally: ☹️☹️☹️

- Too long discussion, better be in office
- Missing Salutation
- An issue that can be solved without contacting the Dr.
- Using Heart emojis is not accepted
- Good English language
- Respectful way of speech

Email Etiquette in Brief

1. **Emails:**
   - Your email address should be **significant**.
   - **Email Structure**: Salutation, Content, Closing, Signature.
   - **To, CC, BCC** fields.
   - **Attachments**.
   - **Replying** Emails.
   - **Forwarding** Emails.
2. **Instant Messages Etiquette**