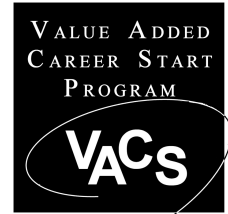


Fact Sheet



1.25

EMAIL

At the completion of this fact sheet you will:

- **Understand how best to compose emails**
- **Know how to get your email noticed**
- **Know how to make your email clear and concise**

Email is without a doubt one of the most popular forms of communicating in the work environment. We receive many emails every day, some are advertising (spam) and some are important. The style of an email is very distinct, it is very informal, yet the content can be of a very important nature, so it is important that your emails be clear and concise. Following is a list of tips to guide you through some of the principles of getting your emails noticed, read and understood. Remember though, whatever you write in an email can easily be forwarded to hundreds of thousands of people around the world so don't put anything in an email you would not put on a notice board (with your name on it) at work.

10 TIPS FOR EFFECTIVE EMAILING

1. Think before you write. Just because you can send information faster than ever before, it doesn't mean that you should send it. Analyse your readers' needs to make certain that you are sending a message that will be both clear and useful.
2. Remember that you can always deny that you said it. But if you write it, you may be held accountable for many, many moons. You may be surprised to find where your message may end up, even though it is now a breach of the copyright act to forward another person's email without their consent.
3. Keep your message concise. Remember that the screen only shows approximately one half of a hard-copy page. Save longer messages and formal reports for regular ('snail') or overnight mail. On the other hand, do not keep your message so short that the reader has no idea what you're talking about. Include at least a summary (Action or Information) in every email message.
4. Remember that email is not necessarily confidential. Some companies will retain the right to monitor employees' messages. (Refer to #1 and #2.) Don't send anything you wouldn't be comfortable seeing published in your company's newsletter (or your community's newspaper).
5. Don't FLAME your readers. It's unprofessional to lose control in person; to do so in writing usually just makes the situation worse. (Refer to #2 and #4.)
6. Don't spam your readers. Don't send them unnecessary or frivolous messages. Soon, they'll quit opening any message from you. (Refer to #1.)

1.25

EMAIL

7. DON'T TYPE IN ALL CAPS! IT LOOKS LIKE FLAMING! REMEMBER, IF YOU EMPHASISE EVERYTHING, YOU WILL HAVE EMPHASISED NOTHING.
8. don't type in all lower case. if you violate the rules of english grammar and usage, you make it difficult for the reader to read.
9. Use the subject line to get the reader's attention. Replace vague lines (Information on XYZ Project, or Status Report Q1) with better hooks: Exciting Career Opportunity, Serious Problems with the New Veeblefetzter, or Free Money. However, by over commercialising your subject line you run the risk of having important emails mistaken for spam.
10. Take the time to poofread your document before you sent it. Rub the document thru the spell checker and/or the grammer checker. Even simpl tipos will make you look sloppie and damage you're proffessional credibility.

adapted from: <http://www.mindtools.com>

Summary

- Emails should be clear and concise.
- The subject should clearly identify the contents of the email.
- Continually forwarding frivolous emails will only result in your important ones not being read.
- Email is not confidential, so never send anything you don't want the world to see.

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