What is Netiquette?

- We expect other drivers to observe the rules of the road.
- The same is true as we travel through cyberspace.
- Netiquette – network etiquette or Internet etiquette
Why is Email Etiquette Important?

- We interact more and more with the written word all the time
- Without immediate feedback from the reader, it is easy to be misunderstood
- Email is still a formal correspondence
The Basics

- Think twice about whether or not the content of your email is appropriate for virtual correspondence – once you hit Send, anyone might be able to read it.
- Respond to emails within the same time span you would a phone call.
- Use a professional font, not decorative.
- Be cautious about sending personal information.
Subject

- Should be meaningful
- Should give your reader an idea of the content of the email
- Should be appropriate, because anyone can look at the subject, even if the recipient chooses not to open the message
  - For example: *Confidential: Sale numbers for October*
Tone

- Write in a positive tone
- *When I complete the assignment* versus *If I complete the assignment*
- Avoid using negative words
  - *Words that begin with “un, non, or ex” or end with “less”*
- Use *please* and *thank you*
Content

- Check your grammar and spelling
- Use proper structure and layout
- Be efficient
  - Emails that get to the point are much more effective
- Address all the questions or concerns to avoid delays
- Read the email before you send it
- Try to keep the email brief (one screen length)
Attachments

- When you are sending attachments, include in the email the filename, and what it contains
  - Attached: “ClassProjectProposal.doc” with my proposal.
- Consider sending files in rich text format (rtf) or portable document format (pdf) to ensure compatibility
What’s in a Name?

- What does your email address say about you?
- It should be appropriate to the audience.
- For example: hotgirl14@gmail.com is not appropriate
  - Consider a second address for professional use
- Consider your first initial and last name
- Example: jwhite2000@yahoo.com
### Do’s and Don’ts of Emails:

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write an appropriate subject line that pertains to the content of the email. This makes it easier to search for the e-mail in the future.</td>
<td>Do not write in all caps or in all lowercase letters.</td>
</tr>
<tr>
<td>Begin with the title and full name of the person to whom you are writing (Mr. Smith, Dr. Jones, Prof. James, etc.).</td>
<td>Do not use abbreviations such as OMG and LOL: This is not appropriate for formal communications.</td>
</tr>
<tr>
<td>Write your message in a clear and concise manner. Keep your paragraphs short and your statements clear.</td>
<td>Do not use sarcasm and humor. This is an easy way to accidentally insult the reader.</td>
</tr>
</tbody>
</table>
## Do’s and Don’ts Continued:

<table>
<thead>
<tr>
<th>Do</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always re-read and check for spelling and grammar errors before sending.</td>
<td>Don’t rely on spelling &amp; grammar checkers. This is an easy way to avoid embarrassing spelling errors.</td>
</tr>
<tr>
<td></td>
<td>Punctuate accordingly. Close the email with your contact information (you should include the course name and number in academic settings).</td>
</tr>
</tbody>
</table>
Formal Email Greetings:

- Dear Sir/Madam,
- Dear Sir or Madam,
- To whom it may concern:
- Dear Mr./Ms. Doe,
- Dear Dr. Smith,

(Note: First names are not used. Using Miss or Mrs. to address a woman is not appropriate, as you don’t know whether she’s married or not)
Informal Greetings:

- Hi William,
- Hello Lesa,
- Dear Tom,
Formal Endings

- I look forward to hearing from you.
- I look forward to hearing when you are planning to visit our town.
Hope to hear from you soon.
I’m looking forward to seeing you.
Formal Closings

- Yours faithfully, (when you start with Dear Sir/Madam)
- Yours sincerely, (when you start with the name e.g. Dear Ms. Collins)
- Sincerely,
- Best regards,
Informal Closings

- Love,
- Yours,
- Take care,
Could you please let me know if you can attend ... / if you are available for a meeting on December 12th?

I would appreciate it if you could please send me a brochure/ if you could please reply within two days.

Could you possibly arrange a meeting with the Logistics Manager?

I would also like to know if there are any swimming pools in your area.

Please let me know how much the tickets cost.
Informal Ways

- I was wondering if you could come and see me sometime next week.
- Would you mind coming early to help me clear up the place?
- Do you think you could call Sam for me?
- Can you call me/get back to me asap? (as soon as possible)
State whether the sentence would be classified as either formal or informal. If informal, change it to formal.
Example: Hi y’all! informal; To Whom it May Concern:

1.) I am pleased to inform you that you have won our grand prize. ____________
2.) I hope all is well with your new career choice. ____________
3.) I shouldn’t have gone and messed with it!! ____________;
4.) I can’t help you with that cuz it’s too hard. ____________;
5.) Hi, how are you? ____________;
Hello Professor Smith,
I’m sorry to tell you but I’m sick and will not be able to come to class. See ya Wednesday.
Jason
Dear Sir/Madam,
I am a graduate from Mississippi State University. I got a degree in business and would now like to use it. Your company looks interesting. Can I come in for an interview? I have a lot of experience from my schooling and extra curricula’s. I think I can help the company a lot. Please respond to my email to let me know.

Thanks,
Max Oates
Dear Professor Smith,

I am sorry to inform you, but I will not be able to attend class today because I am ill. Would it be possible for you to let me know what I have missed?

Thank you for your help and I will see you in class on Wednesday.

Sincerely,

Jason Jones
Dear Hiring Manager,

My name is Max Oates. I recently graduated in May from Mississippi State University with a Bachelor of Science in Business Management and a concentration in Marketing. I was recommended to contact you concerning job opportunities from my advisor Dr. Jane Doe. I believe that I would be an excellent candidate for a job. I have taken many courses to prepare me for a job in marketing. These courses include Principles of Marketing, Marketing Research, Strategic Marketing Management, Consumer Behavior, and Internet Marketing. I have also recently interned at Google as an Internet Marketing Researcher.

Through my many marketing classes and internship, I have learned to be a strong team member that values time management and communication.

I believe that I can be a valued asset to your company. My phone number and alternative email are listed below. I look forward to hearing from you.

Sincerely,

Max Oates
maxoates@gmail.com
555-555-5555
Ms. ***

This is ***.

Thanks again for your coming and give us a wonderful lecture. We learned a lot form you!

As students wish, could you shearing us a PDF copy of your presentation. We are really appreciate your good information!

Thank you!

Have a nice day!

***
Ms. ***,

This is ***. I had the privilege of attending your workshop on how to write a formal email. I wanted to take the time to thank you for coming and giving us helpful information that we can use in the future when writing emails. I really learned a lot from your presentation.

Would you mind sharing a copy of your presentation? I know this information will help me and I would be very grateful if you would share it with me and other students.

Thank you again for your time.

Sincerely,

***
Good Morning, Dr. ***

The attached document is my qualify test proposal. Please read it and appreciate for your suggestions. Additionally, could you please schedule a time for my defense between March 7 and Mach 11? Below is the doodle link, please sign it. If you are not available during that time, I can schedule another one. Look forward to your reply. Thank you for your time very much!

***
Dr. ***,
Good morning!
The attached document is my qualified test proposal. If you could please read it and make any suggestions I would greatly appreciate it.
Additionally, could you please schedule a time for my defense between March 7 and March 11? Below is the doodle link, please sign it at your earliest convenience.
If you are not available during that time, I can schedule another date. I look forward to your reply.
Thank you for your time.
Best regards,
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References


<www.teachersites.schoolworld.com/webpages>.