

## Email Etiquette

### **Module 1: Introduction**

- Evaluate your Email usage
- Workshop Objectives

### **Module 2: Introduction to Email Etiquette**

- Email is never secure
- Big brother may be reading over your electronic shoulder
- Productivity is lost when cyber-slackers log on
- Email misuse and abuse may get you fired
- Email can be embarrassing
- Email abuse impacts revenues and also reputations
- Email is easily misinterpreted

### **Module 3: Create Structure for Success**

- Forward-To-CC-BCC
- Urgent
- ! High Importance vs Low Importance
- Subject
- Salutation
- Introduction – Body – Conclusion
- Signature
- Draft
- Time Delays

#### **Module 4: Rules of Thumb**

- Effective Subject lines: Tell me up front what you want from me
- 1 page view only
- Average 15 words per sentence
- As short as possible – no extra words
- 2 – 3 lines per paragraph

#### **Module 5: Grammar Perfect**

- Using spellchecker
- Check for simple sentences
- Use the Active Voice
- Use of punctuation
- Use of emoticons
- Use of text talk

#### **Module 6: Formatting your Email Message**

- Email Style
- Writing the Email
- Selecting your format settings
- Choose the Right Font
- Select Appropriate Colors
- Enhancing Readability
- Resist the urge to use All Upper – or Lowercase Letters
- Arranging Text into Vertical Lists
- Sending Attachments with Care

#### **Module 7: Broadcast Emails**

- Branding
- Importance of Branding and consistent subject headings

## **Module 8: Proofreading Does Pay**

- A Proofreading Primer
- How Peer Review Can Help

## **Module 9: Polishing Your Cybermanners**

- Watch your Cyberlanguage
- Avoiding Sexist Language
- Set the Right Tone
- Dodging Conversational Pitfalls
- Extinguishing Flames

## **Module 10: Netiquette Guidelines**

- Reviewing Netiquette Guidelines
- Netiquette Guidelines for Managers

## **Module 11: Managing Email Overload**

- Controlling your Inbox Clutter

## **Module 12: Examples**

- The Good
- The Bad
- The Ugly