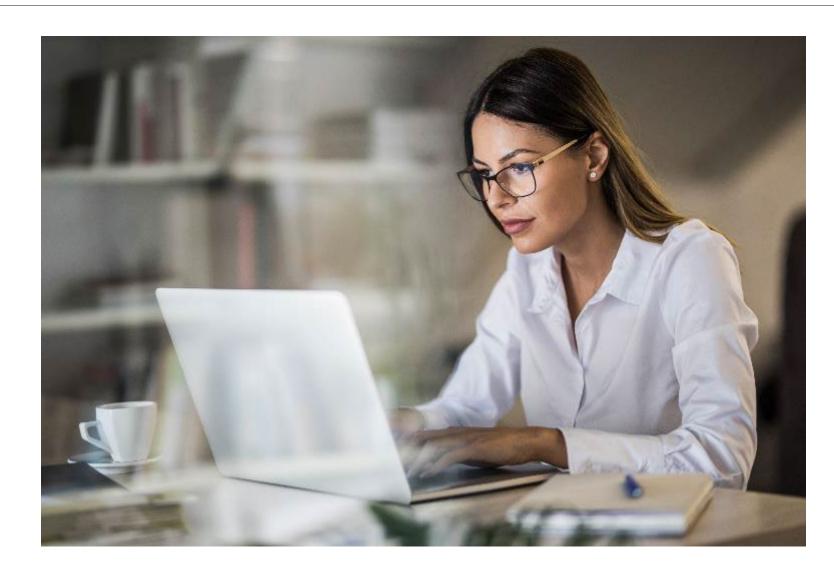# Professional Writing and Email Etiquette

Today We'll Discuss

- Types of writing opportunities you engage in
- The all important email
  - Introductions
  - Subject lines
  - Formatting
  - Content
  - Emotions
  - Grammar and punctuation
  - Signatures
  - Use of CC and BC
  - Best practices

Writing…

What kinds of professional writing opportunities do you engage in?

- Email…lots of it
- Reports (internal or external)
- Newsletters
- Letters to students
- Memos
- Blog
- Twitter
- Other?

Consider Your Audience & Intent

Why?

It is important to choose the right form of communication. Would telephoning, meeting in person or instant messaging better get your message across?

◦ What kind of news is it you need to deliver?

◦ Will your message resonate with the audience?

◦ Will your audience understand the words you use?

Why Email?

- To provide or receive information

- To introduce ourselves

- To follow up from a previous call or conversation

- To network

- To gain feedback

- To build relationships

- Daily work interactions

Introduction

Introducing yourself through Email:

◦ Maintain professional etiquette

◦ Give a firm and friendly greeting

◦ Use formal greetings
  ❑ Hello, Good Day, Good Morning, Good Afternoon, Dear
  ❑ Avoid "Hey" and other type of informal introductions
  ❑ Emails sent to an informal acquaintance may also use "Hi"

◦ Always give yourself an introduction
  ❑ Provide your name, your title, and your company

Email Preparations

It may be an email, but it is still important to prepare for your virtual letter before drafting and sending it.

○ What is your purpose for contacting the recipient?

○ What kind of tone do you want to set for the conversation?

○ Is this your first interaction with them, or are you continuing an on-going business relationship?

○ This step will help in determining if email is necessary for
the interaction you wish to engage in

Subject Lines

The subject line is the determining factor of whether your email is even opened

◦ Pick a subject line that plays the role of a "preview" or "sneak peak" into what your email will contain

◦ Keep it short and to the point

◦ No grammatical errors

◦ Do not be too vague, vague emails often get overlooked

◦ Pick a couple key words, and then fill those into a short sentence

◦ Use a call to action when needed (Time Sensitive, Action Required, Your Reply Requested)

Format

The goal of formatting your email is to create an easy to read email that has a pleasant appearance and contains all the necessary information the recipient requires in order to respond properly:

- Proper formatting
- Complete sentences
- Paragraphs that are separated based on relevance
- Have an opening, a body, and a closing
- Use a simple and classic font, and avoid multiple font colors
    - Classic fonts: Times New Roman, Calibri, Cambria, Garamond
    - Classic sizes: Font sizes 10 – 12

Content

The content of a business email is extremely important

◦ Avoid confidential information and PHI

◦ Understand your company or organization's policy on emails

◦ Provide the essential information

◦ Formal vs. Informal

Virtual Emotions

The challenges of controlling our virtual emotions:

- Avoid sarcasm

- Avoid angry emails (flaming)

- Avoid delivering bad news

- Positive emotions are tricky too

- Avoid coming off as inappropriate or unprofessional

- There is no place for emoticons in the business world

Grammar and Punctuation

The basic grammatical rules of Email, follow the same rules that apply to a written or formal letter:

- Complete sentences
- Avoid run on sentences
- Use upper case where appropriate
- Correct spelling
- Always double check
- If unsure read out loud

The Signature

Email signature: Understand the art and the science behind it

◦ Follow SNHU policy

◦ Keep signatures saved in your email settings

◦ Use essential business information

◦ Use necessary contact information

◦ Avoid unnecessary information

◦ Keep it simple

◦ Know when to use it

The Use of CC & BCC

In the event that your email requires more than one recipient, know when and how to use the CC and BCC tools:

- When and why do we use CC and BCC
- When to include a group of business colleagues
- When to have an exclusive conversation
- Do involve all those necessary in the email
- Don't clutter inboxes with unnecessary CC'ing

Remember

Do

- Be thoughtful, polite, and friendly
- Make your email easy to read and understand
- Respond to emails in a timely manner
- Uphold your company's image
- Keep open lines of communication
- Double check your email before sending
- Abide by company email policy

Don't

- Write too much in one email
- Clutter other's inboxes
- Give out confidential information
- Email when the conversation deserves a phone call
- Use too many exclamations or emoticons
- Leave your audience confused
- Use your business email for personal conversations

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THANK YOU FOR PARTICIPATING!

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