Effective Emailing – Quick Tips

Before you send …

☐ Is my subject line accurate?

☐ Will my recipient know what (if any) response or action is required?

☐ Are the right people included in the message, and in the correct field (cc, bcc)?

☐ Could my tone or emotion be misunderstood?

☐ Is email the best method of communication for this particular information?

☐ Have I remembered to attach any documents?

The ABCs of ‘to’, ‘cc’ and ‘bcc’

- **To** = you are the primary recipient of this message.

- **Cc** = I want you to know about the content of this message, and I want others to know you know, but you don’t need to take any action (great for keeping a boss in the loop).

- **Bcc** = I want you to know about the content of this message, but I don’t want others to know you know, and you don’t need to take any action.

- Note: Bcc can also be used keep mailing lists confidential. Put your address in the ‘to’ field, and your recipients in the ‘bcc’ field.

When not to email...

- ☒ You or the other party/parties are upset.

- ☒ You are attempting to brainstorm or enter into a creative process.

- ☒ You would be uncomfortable with others seeing this message. (Remember, emails can be forwarded – and potentially altered).

- ☒ You could resolve the issue or share the information more effectively through a phone call or face-to-face meeting.

Seven subject lines to avoid

1. Two things
2. Question
3. Sorry
4. Hi
5. ???
6. update
7. ________

Want to learn more? ✎ *The Hamster Revolution*, by Mike Song, Vicki Halsey, and Tim Burress

**SEND: Why people email so badly and how to do it better**, by David Shipley

- [www.netmanners.com](http://www.netmanners.com)
- [www.emailetiquettepledge.com](http://www.emailetiquettepledge.com)
- [www.emailreplies.com](http://www.emailreplies.com)
Timesaving acronyms

EOM (End of message)
Use this when the entire message can fit in the subject line. Your recipient won’t have to waste time to open the email!

Example: “Location for tonight’s staff meeting is Olin 124. EOM.”

NNTR (No need to reply)
Help stop unnecessary emails before they start! Place this acronym in either your subject or body (and be sure that your recipient knows what it means).

NTN or NTR (No thanks necessary/no thanks required)
Similar to NNRT, but more specifically to keep your inbox from filling up with ‘thanks’ and ‘thanks for sending’ emails.

Do you have all the necessary elements?

- Correct recipient
- Included appropriate recipients in to, cc and bcc
- Appropriate subject line
- Greeting
- Clear, concise message in body
- Appropriate punctuation, grammar, spelling
- Closing
- Appropriate signature

Start using these in your subject lines – watch your productivity increase!

- **Action** This indicates that you are requesting your recipient do something, and it sets an expectation before they even open the message.
  
  Example Subject: “Action: Submit any programming receipts by 11/10/2016”.

- **Response Requested** Again, this subject indicates that you are asking them to respond in some way – not just read and discard the message.
  
  Example Subject: “Response Requested: Current Programming Budget Balance”

- **Info** This subject line is a cue to your recipient that they don’t need to do anything with this message, other that read it and use the information as necessary.
  
  Example Subject: “Info: Programming budget balances are now posted in the hall office”

- **Delivered** Similar to the “Info” subject line, this indicates that information (typically in the form of an attachment) is included in the message.
  
  Example Subject: “Delivered: Updated Budget Balance Spreadsheet”

Discuss these with your work team to create a common email culture

- Preferred response time
- Standardized subject line and acronyms
- Items that are best left for phone calls, texts, meetings
- Protocol for reply all
- Find ways to recognize those who craft useful, efficient emails