While email can sometimes be a quick and convenient way to gauge interest or disseminate information, it's often not the best tool for the job.

About 20% of the time, we're using email correctly.

But 80% of email traffic is "waste," that's useless or really requires a phone call or face-to-face discussion.
Why is email etiquette important?

- It conveys a more appropriate image of AS.
- Efficient emails get to the point and are more effective.
- It shows respect for your fellow email users.
Be careful with styling and formatting

☐ Use professional font

☐ Avoid using multiple colors

☐ Do not use patterned backgrounds

☐ Use formatting like italics or bold fonts sparingly
Start with a salutation

- Dear Mr. James, or Dear Professor Smith, (for someone you don’t know well, especially if they’re a superior).
- Dear Joe, or Dear Mandy, (if you have a working relationship with the person).
- Hi Joe, Hello Joe or just the name followed by a comma (Joe,) if you know the person well.
Subject: F2F Mtg Req

Am req a F2F w/ u ITNF, 2 discuss upcoming PRs. R U available on Mon @ 3? Pls lv a msg on my vm, as I w/b OOO.

Subject: Face to face Meeting Request

I am requesting a face-to-face meeting with you in the near future to discuss upcoming performance reviews. Are you available on Monday at 3:00? Please leave a message on my voice mail, as I will be out of the office.
Closing

- Best or Best regards (good for formal and informal e-mails)
- Sincerely, (formal)
- See you soon, (informal)
- Regards, (formal and a little old-fashioned)
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“*The Associated Students is the primary advocate for students at California State University, Northridge and provides excellent, meaningful programs and services designed to create and enhance a spirited, learning-focused campus environment.*”
Use a meaningful subject

Examples of Bad Subject Lines.

- Customer query
- Help needed
- A tough problem!
- Very important
- Please read
- Reply immediately
- Request for information - URGENT!!
- URGENT URGENT URGENT!!!
CC...

- Only use Cc: when it is important for those individuals to know about the contents of the email. Ask yourself, “why would Mr. X need to know about this?” The answer should come to you immediately, otherwise, do not CC.

- If you're on the CC line, don't reply. There are exceptions to the rule, of course, but you're on the CC line for a reason -- and that reason is "for information only." Let the folks on the "to" line do their job, unless someone specifically invites you into the conversation.

- Avoid CC’ing your co-worker's boss.

- Double-Check Reply Threads
Don't forward anything without editing out all the forwarding other e-mail addresses as well as headers and commentary from all the other forwarders.

If you cannot take the time to write a personal comment to the person you are sending to at the top of your forwarded e-mail — then you shouldn't forward it at all.

Think carefully about if what you are forwarding will be of value accurate information.

It should go without saying (But I have to say it because folks do so anyway.) that forwarding of chain letters.

If you must forward to more than one person, put your e-mail address in the TO: field and all the others you are sending to in the CC or BCc: field to protect their e-mail address from being published to those they do not know.
Emailing strangers

When people don’t have to be in the conversation

When you want someone to know you sent an email out

Some junk filters automatically flag incoming Bcc messages as junk.

Bcc recipient? Give careful consideration before replying. If you click Reply To All, the To and Cc contacts will see your response. As a Bcc recipient, you or the sender might want to keep your participation quiet.
Before I send this email, I should check to see if...

- I minded my manners and watched my tone.
- I did not use the “Reply All” option unless it is really, really needed (nearly never).
- I did not use a colored background or stationary on my email.
- I was concise with my information and used professional writing concepts.
- I used correct spelling and proper grammar.
- I made sure that the names of individuals, including the person I am writing to, are spelled correctly.
- I considered that I may not get a response as soon as I want one, no matter how urgent I think the matter is! So I have agreed to forgo a phone call instead.
- I waited to enter the “TO” email address until I was TOTALLY done with my email.
- I have had my email reviewed for content and professional writing.
- I REREAD THE EMAIL
Replying To An Email

- Answer swiftly
- Answer all questions
- Pre-empt further questions
- Do not overuse reply to all
- Refrain from sending one-liners