

Effective Emails

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Some minor edits were made by Maiysha Jones

Agenda

- When to use email
- Effective Subject Lines
- Email Content and Style
- Format
- Signatures
- Professionalism

When to use email

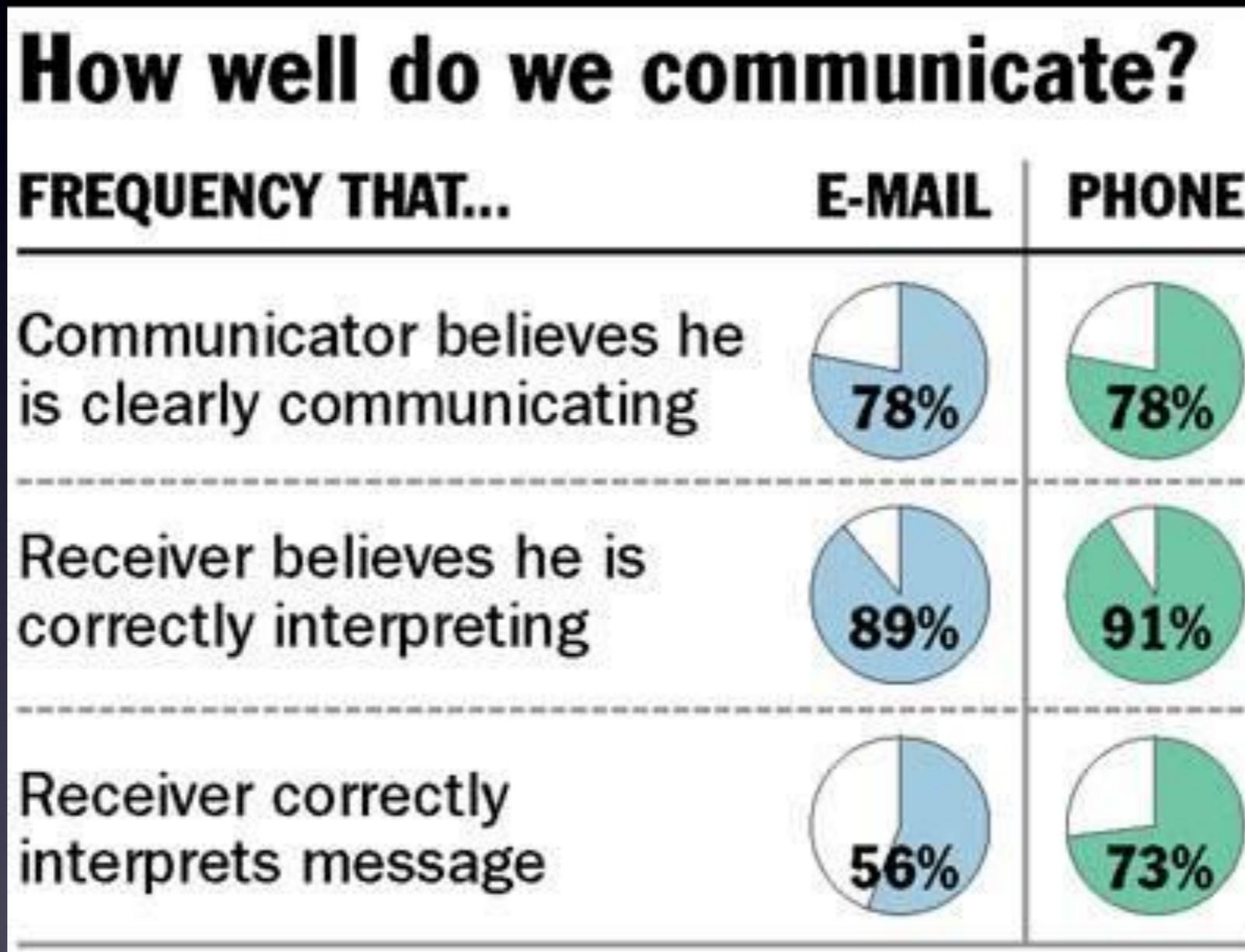
If the communication will require a lot of *back-and-forth* discussion or if the subject is *delicate* or *sensitive* you should call or speak with the person directly

When to use email

If a discussion is becoming emotionally charged, stop exchanging emails.

Speak to the person directly to clear up any misunderstandings.

When to use email



Effective subject lines

- Clarity
- Descriptive
- Critical information

Ineffective subject lines

Subject:	Date:
Hi	9:17 am
questions	10:11 am
Meeting	12:44 pm
One more thing.....	3:02 pm
Some thoughts	4:21pm

Effective subject lines

Subject:	Date:
Party planning meeting rescheduled for 3pm	9:17 am
Help: I can't find the draft for the Smith Paper	10:11 am
Reminder: peer-review articles due tomorrow (3/30)	12:44 pm
Questions about Sociology 210 project	3:02 pm
Congratulations to Jennifer for winning Nobel Prize	4:21pm

Effective subject lines

Subject:	Date:
Re: Question about Smith paper (was: please help with this!)	10:11 am

Change subject lines
when necessary

Effective subject lines

Subject:	Date:
Re: Re: Re: [Fwd: [Fwd: [hrfac] Reminder: Deadline for Spring Semester Is Jan. 15]]	9:17 am

Remove extra email prefixes

Effective subject lines

Subject:	Date:
Thanks for the help today! <eom> <end of message>	9:17 am
Got your message <nm> <no message>	10:11 am
Today's group meeting canceled <ssia> <subject says it all>	12:44 pm

Email Content

Before you start writing, ask yourself.....

- *Is this truly the correct person to contact?*
- *What is my goal?*
- *Should this conversation be held in person or over the phone?*

Email Content

Use a polite and respectful
greeting and closing

Professor Anderson,.....

Respectfully,.....

Sincerely,.....

Email Content

- Brevity and clarity
- Try to keep each email short
- Use paragraphs (5 sentences each)
- Is this message scannable and actionable?

Email Content

- Use topic sentences
- One topic per email
- Provide important dates or references
- Put each action or point on its own line

Poor Email Content

Jon,

Hey, I was just thinking about the meeting we had about the new workshop you were planning for next week about resume-writing. I think that we may have forgotten to include all of the students who might benefit from this workshop. There are several groups of students at the School of Public Health that were not on your list. Of course you may have added them to your list since our last meeting. Sara from the School of Public Health contacted me to ask if the students from the Epidemiology program were on our list of included students. She also wanted a list of all of the included departments from the School of Public Health. Can you send me a list of all of the included student groups? I can then send the relevant information on to Sara because she needs this information by tomorrow.

Thanks,
Rachell

Better Email Content

Jon,

Can you send me a list of the students included in the resume-writing workshop by tomorrow?

We may have forgotten to include all of the students who might benefit from this workshop. There are several groups of students at the School of Public Health that were not on your list. Sara from the School of Public Health contacted me to ask if the students from the Epidemiology program were on our list. I will send her that information tomorrow after I get the list from you.

Thanks,
Rachell

Format

- Plain-text vs HTML

Plain-text is always preferable

- Send from your university account

DON'T TYPE IN ALL-CAPS,
IT LOOKS LIKE SHOUTING

Email Signature

- Use an appropriate signature
- Brief (4-5 lines)
- Informative

provide all contact information

- Professional

do not include pictures, quotes, animations

Professionalism

- Always spell-check before sending
- Set your email program to automatically check before sending
- Re-read email for other spelling, grammar and punctuation errors.

Professionalism

- Always proofread at least once!
- Read it out loud
- Sleep on it

Before sending ask yourself....

Professionalism

Would I be comfortable having this email posted on a public bulletin board or forwarded on to my entire department?

To: Professor@University.edu

Subject: Why It's All About Me

http://www.rci.rutgers.edu/~schochet/NYT--To_Professor@University_edu.htm

Professionalism

- All laws governing copyright, defamation, discrimination and other forms of written communication also apply to email.

Professionalism

- Complete the “TO:” line last
- Set your email program to delay sending

Remember...

- Emails are **permanent**
- Emails are **searchable**

Happy emailing!