



E-mail Do's in Business

Do's

- Do use a subject line every time
- Do keep it to 25 lines or less
- Do keep message all on screen
- Do consider viewing your message on a smart phone
- Do create templates for questions that you get asked repeatedly
- Do use a crisp, easy-to-read font in a dark color
- Do check spelling, punctuation and grammar before hitting "send"
- Do respond in a timely manner - 24 hours
- Do answer all questions
- Do get sender's ok to forward messages
- Do know when to appropriately use the BCC function when sending e-mails to distribution lists
- Do ask yourself if you are ok with the message being forwarded on



E-mail Don'ts in Business

Don'ts

- Don't use greetings that are too informal for business (i.e. "cheers")
- Don't use any script font or any light colors, especially yellow and pink
- Don't change the background color or your messages
- Don't send long e-mail messages; attach them as document attachments instead
- Don't hit "send" until you have checked that the name and e-mail are spelled correctly
- Don't use emoticons or abbreviations
- Don't overuse read receipts
- Don't hit "send" when you are angry or upset.
- Don't have a signature that's more than five lines.
- Don't overuse sending an e-mail if it is to give corrective feedback, either personal or performance-related