E-Mail Etiquette

Why do you need e-mail etiquette?
Etiquette rules need to be implemented for the following reasons:
- Professionalism: by using proper e-mail language your student organization will convey a professional image.
- Efficiency: e-mails that get to the point are much more effective than poorly worded e-mails.

What are the etiquette rules?
There are many etiquette guides and many different etiquette rules. Some rules will differ according to the nature of your business and the culture. Below we list what we consider as the 32 most important e-mail etiquette rules that apply to nearly all settings.

32 Most Important E-Mail Etiquette Tips

1. Be concise and to the point
2. Answer all questions and pre-empt further questions
3. Use proper spelling, grammar & punctuation
4. Make it personal
5. Use templates for frequently used responses
6. Answer swiftly
7. Do not attach unnecessary files
8. Use proper structure & layout
9. Do not overuse the high priority option
10. Do not write in CAPITALS
11. Don't leave out the message thread
12. Add disclaimers to your e-mails
13. Read the e-mail before you send it
14. Do not overuse "Reply to All"
15. For mass mailings, use the bcc: field or do a mail merge
16. Limit the use of abbreviations
17. Avoid using emoticons
18. Be careful with formatting, especially with rich text and HTML messages
19. Do not forward chain letters
20. Do not request delivery and read receipts
21. Do not ask to recall a message
22. Do not copy a message or attachment without permission
23. Do not use e-mail to discuss confidential information
24. Use a meaningful subject
25. Use active language instead of passive
26. Avoid over-using URGENT and IMPORTANT
27. Avoid long sentences
28. Don't send or forward e-mails containing libelous, defamatory, offensive, racist or obscene remarks
29. Don't forward virus hoaxes and chain letters
30. Keep your language gender neutral
31. Don't reply to spam
32. Use cc: field sparingly

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