E-MAILS:
ETIQUETTE AND PRACTICAL WRITING

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Make people want to read your e-mails . . .
E-MAILS: ETIQUETTE AND PRACTICAL WRITING

E-Mail is an important component of your communications and reflects on you professionally. Your e-mails will have a powerful effect and help you build lasting relationships.

1. The Proper Greeting and Punctuation
2. Getting Your E-mail Read
3. Content of Your Message
4. Cleaning Up an E-Mail
5. Closing Your E-Mail
6. Delivery Receipt – Read Receipt
7. Auto Responder – Out of the Office
8. Response Time
TWO THINGS FOR YOU TO KEEP IN MIND:

Think twice (2x) before you hit “Send,”

and “ABC ✔️ Spelling.”
Spellcheck will not find incorrect word usage. . .

To, Two and Too. . .

- I would like **to** see you.
- I need **two** apples for the recipe.
- I want **to** go, **too**.
Spellcheck will not find incorrect word usage... 

- made / mad
- tape / tap
- and / an
- read / red
- choose / chose
- it / at / to / as / so / do / no / on / in
THE PROPER GREETING & PUNCTUATION
THE PROPER GREETING AND PUNCTUATION

It’s best to be more formal and use “Dear” with someone you don’t know or you’re e-mailing to for the first time.

• At a college or university not everyone is a Professor, but it is better to be respectful and call someone Professor, than to call someone the wrong title: Faculty who don’t have their PhD are titled, Mr., Ms., or Mrs. Anyone who has their PhD is titled either Professor or Dr. (Doctor,) it’s their choice. It is extremely important, too, to know your Professor’s name.
  ❖ Dear Professor Holloway:
  ❖ Dear Dr. Holloway:

• There is one space after the period after their title in the greeting except Professor.
  ❖ Dear Mr. Petrie:
  ❖ Dear Ms. Peterson:
  ❖ Dear Mrs. Wilson:

• Punctuation in a formal e-mail, like a formal letter, begins with the recipient’s last name followed by a colon (:) not a comma(,)
  ❖ Dear Mr. Delgado:
  ❖ Dear Professor Holloway:

• More informal and indicating a friendly relationship, which is more appropriate after there have been a few e-mail exchanges would be a comma.
  ❖ Dear Mr. Delgado,
  ❖ Dear Dr. Holloway,

Only use a person’s first name in a professional or college setting e-mail after they’ve told you that you can use their first name.
THE PROPER GREETING AND PUNCTUATION

How a person signed their e-mail, whether they signed “Sincerely,” vs. “Thanks,” can help you decide whether you should keep it formal or can take it to a more casual tone.

- Always use “Dear” when the e-mail is signed “Sincerely,” and when in a professional or collegiate e-mail.

- Using “Hello” is professional and friendly and appropriate when you’ve known or have been associated with someone for a while. You should then use a comma after the recipient’s name and not a colon.
  - Hello Professor Green,
  - Hello Dr. Green,

- “Hi” is casual and conversational and more appropriate for people you have regular e-mail communication with. Use a comma after the name in this case, too.
  - Hi Professor Green,
  - Hi Dr. Green,

AVOID USING, “Hey”, it’s slang and shouldn’t be used under any circumstances in a professional or college e-mail.
A Comma or a Hyphen can change the meaning of what you write . . .

Let’s eat, grandma.

Let’s eat grandma.

These would be Gods.

These would-be Gods.
GETTING YOUR E-MAIL READ
Getting Your E-mail Read

These are some important guidelines to follow to make sure it is:

- The content of your e-mail should always be accurate, brief and to the point
- Always put the important information at the beginning
- Keep the formatting simple
- Be friendly, respectful and accessible
- Be sure that your message is not demanding, abrupt or offensive
- The overall tone of your e-mail should always be positive

If there are several items to discuss:

- Use bullets
- Or, send several e-mails for different topics with appropriate “Subject” lines. Over time this will make it easier to find specific e-mails when you have to refer back for information you’ve sent.
Hi Jeff,

I just wanted to update you on several things.

I began the development of the map of the Student Union and held the date announcement to employers. I recruited several new companies for the contact list and the Forum: Queens TASC and the Department of Corrections.

I communicated with several of the Cooperative Education coordinators to pass along great internship opportunities with the Rubin Museum and the companies above. I spoke with Dr. Tricarico from the Social Science Department to begin a discussion relevant to new developments in the NYPD internship program. We usually place anywhere from 1 to 10 students at the NYPD internship program each semester. The program from the NYPD’s point of view may require some kind of written agreement. I brought it to the attention of Dr. Tricarico who will have to discuss it with Dr. Joe Calkin, Chairperson the Social Science Department. There will have to be a follow-up in August.

Met with Professor Azita Mayeli from the Math and Computer Science Department to discuss the Cooperative Education course. She will be undertaking the roll of Co-op Coordinator. I discussed many things with her, among them: The course outline in the catalog, company contact information that I have to get her started. I suggested that she speak with Dr. Tricarico and Mona Seiler about hours. Documentation of hours and course content. She mentioned a textbook and I mentioned that the course content was what she established, but to also explore that aspect with Dr. Tricarico and Professor Seiler.

I worked to establish a viable contact with Citi Field. Communicated with the representative of various companies to secure students internships in a number of curricula underrepresented in our contact list.

I keep you informed of any changes and developments.

Take care.

See you soon.

Susanne Grossman

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Dear Jeff,

I just wanted to update you on a couple of things.

- Met with Dave Moretti to discuss posting the internships by majors for the fall semester.

- Continued to work with Jane and Alicia on increasing the number of contacts for the Internship Forum contact list and with Alicia on increasing the internship folders by majors on the “Z” drive.

- Continued to work on the process of presenting the Internship Forum: The map, hold the date card and poster.

Thank you for your time and attention. See you soon.

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Content of your message

- Remind people of who you are if you’ve only met briefly or if it has been a while since you’ve seen them.
- On the other hand if you met someone as recently as an hour ago it is important to remind them in the e-mail why you’re writing. It’s easy to imagine that someone needs to be reminded about what is going on.
- Use your work e-mail for business only. Be sure it focuses on business and that it not be used for gossip.
- Do not use your personal account for business.
Content of your message

• Don’t:
  ➢ use texting language like, “u,” “lol,”
  ➢ use abbreviations, which have not been identified in the e-mail
  ➢ underline words or information, because it could be misunderstood as a hyperlink.

• Sending an e-mail that doesn’t require a response should include, “No Reply Necessary,” in the content of the e-mail or in the subject line.
Content of your message

- When replying to an e-mail set the appropriate tone: It is a good idea to thank the sender for their message. This shows courtesy and creates a positive tone to the message, which is especially important if your response may be perceived negatively.

- If you’re sending an e-mail announcing a meeting and providing information then be sure to include all relevant information: e.g. **Date, Time and Location**.

- When **canceling a meeting last minute**: It would be much better to **call to cancel in addition to e-mailing**, which could easily be missed.
Content of your message

• It is important to keep the original e-mail.

• If the original e-mail has a list of questions it would be most affective to answer each question directly under the question and you can even put each answer in a different color.
Cleaning up an e-mail is very important...
Cleaning up an e-mail is very important

- You must keep track of what information you’re disclosing in a string of e-mails.
- Remove any information from the string that should not be revealed to any of the recipient(s).
- You may have to reach out to a group of old contacts that you previously contacted about a different subject. When you do this make sure to erase the old information and create a new “Subject” line before creating a new message and sending it.
Closing Your E-mail

When closing your e-mail end in a friendly positive way:

- If your message is more **formal** use, “Sincerely,” “Kind regards,” “Best regards,” “Thank you,” or “Many thanks,” followed by your signature.

- If your message is to someone with whom you have a more **casual** relationship, then “Best wishes,” “Have a great day!” or “Thanks,” are more appropriate with people you have regular contact with.
“Delivery Receipt” and “Read Receipt”

The “Delivery Receipt” and “Read Receipt” options should only be used with important e-mails and not every e-mail you send is important.
Auto Responder Tool – Out of the Office

- If you’re going to be out of the office for more than 24 hours and will have limited access to e-mail, you should use the “Out of the Office Assistant.”
- This feature can be found under the “File” tab and then “options” in the list of choices.
- Your automatic e-mail response message can include an alternate name and phone number of a person to contact in your absence, as well as the date of your return.
- Don’t use this to acknowledge receipt of an e-mail, “Thank you for your e-mail,” or “I will respond as soon as possible,” because it clutters up in-boxes of the sender.
Response Time

- **Response time** to e-mail is critical and failure to respond impacts everyone.
- In general you should respond as quickly as possible and no longer than within **24-48 hours** after receiving a message.
- If you’re unable to answer because you require additional information acknowledge the e-mail with a timeframe to respond in. For example, “Thank you for your inquiry. I’m researching the information you requested and will e-mail it to you by 5:00pm tomorrow.”
- If you need an **immediate response** to your e-mail for a request for information, consider **calling the person**. Don’t call the recipient shortly after you e-mailed, because it can be annoying. If the e-mail is urgent, mention it in the e-mail. If you don’t have a response within 24-48 hours and you’re unsure if the e-mail was received it is then appropriate to call.
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