Email Isn’t Private
Whatever you say in cyberspace cannot be taken back. Email can be retrieved and examined. Email can also be saved and forwarded by any recipient who chooses to do so. It’s always best to keep the content professional to avoid embarrassment.

You only have one chance to make a first impression when sending an email to a business professional. Make sure your email gives the message that you intended to send.
Business Etiquette Do’s and Don’ts

In today’s fast paced culture, communicating via email is one of the quickest ways to send a message to friends, family and business professionals. Emails written to friends and family are less formal requiring no specific guidelines to be followed. However, when it comes to emailing someone at a professional level, one misconstrued message could negatively affect a business relationship. Therefore, it is very important to follow basic rules of etiquette so that you keep your digital communication in check. Here are a number of tips to help you do just that.

Use Subject Lines
Having a subject line lets the recipient know what your email is about. A blank subject line may get your email flagged as spam and may never reach your intended recipient.

Keep Business and Personal Emails Separate
Do not use your business email for personal correspondence. It’s always best to have two separate email accounts.

Check the Message Before you Send it
Write in complete sentences and make sure your message is organized and grammatically correct. Always check for spelling and punctuation.

Choose Professional Email Account Names
When creating an email account name, it’s always best to use your own name as part of the email address. For example, John.Doe@gmail.com. Avoid nicknames. For example do not use wildthing@gmail.com.

Avoid Using Caps
Caps are the equivalent to shouting. The recipient will feel as though they are being yelled at.

Respond in a Timely Fashion
If you’re unable to provide an answer, replying to someone’s email within 24 hours lets the sender know that you received it.

Use Out-of-Office Email Tools
If you’re not able to read your email because you’re going to be away from the office, use the out-of-office email tool to automatically respond to incoming email. This way the sender will not expect a timely reply.

Use Proper Salutations
As you would with a handwritten or typed letter, use proper salutations in your email such as “Good Afternoon” and conclude the email with “Sincerely”, “Respectfully”, or “Thank you”.

Use a Professional Tone
Always use a professional tone in your email. Never joke or use sarcasm. The use of smiley faces and other emoticons is also inappropriate.

Use a Signature That Includes Contact Information
Include a signature that has your contact information such as your mailing address, website and phone number. This ensures that people know who you are.

Be Careful with Styling and Formatting
Do not use fancy fonts and multi colored fonts. The best fonts to use for business purposes are Times New Roman, Arial and other book print fonts. In addition, avoid using patterned backgrounds; they will make your message harder to read.

Keep Messages Short and to the Point
Avoid long winded emails that contain too much information. Use as few words as possible. This will help the recipient sort through the email more efficiently and help generate a quicker email response.
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